

- **Phone Etiquette Part 1 and 2**

- Learn how to actively listen and be engaging and personable in order to maintain a strong connection with your clients.
- Learn the importance of leading the conversation, how to place callers on hold, monogramming the call, and more!

- **Phone Triage for Non-Emergencies**

- How to "protect" your doctor's time, thorough message-taking, effective questions to lead client conversations, and detective work to determine the next steps for each client and patient.

- **Client Greeting & the Check-In Process**

- As a veterinary professional, every client interaction is a representation of your practice and can directly affect patient care. The goal of this lesson is to set you up for success when interacting with clients. You will master how to greet clients by appointment type, setting a good first impression, gaining client trust, and connecting with your clients and patients.

- **Veterinary Message Taking & Resourcefulness**

- Who knew that message-taking could be such a big deal? In veterinary medicine, it is vital that you have the skills and resourcefulness to take thorough messages. When done correctly, the recipient should have no questions, guesswork, concerns, or frustration. By the end of this lesson, you will be confident that your message-taking abilities are top-notch!

- **The Elements of Communication in Veterinary Medicine**

- You will learn the important elements of communication and how to use your body language to be more likable, as well as how to read someone else's body language in order to prevent an issue before it arises. In addition to body language, we will review the importance of tone of voice, professional appearance, and using appropriate terminology in the veterinary hospital and patient records.

- **How to Be a Veterinary Superstar**

- Learn how to meet the expectations of management, supervisors, and co-workers in order to become a reliable part of the team and how to create a good impression and gain client trust.
- We will cover topics such as what to wear in the veterinary practice, attendance and communication with management, how to handle office gossip and workplace drama, setting boundaries in the workplace, email etiquette, and more!

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Resourcefulness

- I don't know vs. I will find out!
 - How to find solutions when there appear to be none, and how to creatively and effectively navigate your way through new and unpredictable situations.

How to give and receive constructive criticism

- How to give feedback and be grateful when receiving feedback
 - Learn how to be comfortable with offering and receiving effective constructive criticism, understand why feedback is vital to our success, and fundamental to our professional growth and development.

Multi-tasking in the veterinary hospital

- Steps to multi-tasking in the veterinary hospital
 - Learn about multi-tasking vs. time-sharing, the importance of being organized, how to prioritize your tasks, and how to juggle multiple phone lines with clients in the lobby!

Veterinary Terminology - You will be provided with a list of terms and their definitions, as well as flashcards to help you prepare for the quiz.

- Part 1 - Veterinary Medical Terms
 - Veterinary terminology frequently used in phone triage and in medical records.
- Part 2 - Veterinary Abbreviations and Acronyms
 - Common abbreviations used in veterinary medical records.
- Part 3 - More veterinary medical terms!
 - Veterinary terminology frequently used in veterinary surgery and pharmacology.

Emergency vs. Non-Emergency Triage

- Part 1 - How to differentiate a veterinary medical emergency from a non-emergency
 - How to handle calls from concerned pet owners, which questions to ask, information to take note of, and keywords to recognize in order to rapidly evaluate patients that are in the most urgent need.
- Part 2 - Common veterinary emergencies
 - We will dive deeper into common veterinary emergencies, how to confidently take these calls, and determine the next steps for the patient without having to ask for help.
- ***Available resource - customized ER triage sheet for your practice!***

Canine Vaccines & Diseases

- Part 1 - Canine vaccines and the diseases they protect against
 - Learn about the canine diseases we vaccinate against, how they are spread, symptoms, treatments, and what dogs are at high risk due to environment, lifestyle, etc.
- Part 2 - Canine vaccines and how they work
 - Learn how these vaccines work, core vs. non-core vaccines, vaccine protocols, and how to answer client FAQs about vaccines.

Feline Vaccines & Diseases

- Part 1 - Feline vaccines and the diseases they protect against
 - Learn about the feline diseases we vaccinate against, how they are spread, symptoms, treatments, and what cats are at high risk due to environment, lifestyle, etc.
- Part 2 - Feline vaccines and how they work
 - Learn about feline vaccine protocols, core vs. non-core vaccines, a review of immunity and how vaccines work, and how to answer client questions on vaccine risks.

Veterinary Surgery

- How to answer client FAQs about surgery and at home care
 - Learn how to adequately prepare clients for their pet's surgery procedure, present the value in services such as pre-anesthetic blood work, IV fluids, pain medication, etc. and set them up for success with post-op home care.

Animal Nutrition

- The basics of animal nutrition
 - Learn about the basics of animal nutrition, life-stage feeding, how to communicate with clients about quality brands, how to answer common myths and questions about pet nutrition, and more.

Basic Veterinary Pharmacology

- The basics of veterinary pharmacology
 - Learn about the basics of veterinary pharmacology, prescription rules, drug categories, and an overview of drugs commonly used in practice.

Pet Obesity

- The basics on pet obesity
 - Learn the difference between overweight and obese, the consequences of excess fat, how to communicate with pet owners about obesity, body condition scoring, and supporting clients and patients with weight loss.

Veterinary Dentistry

- The basics of veterinary dentistry
 - Learn about the importance of good oral health in pets, the 4 stages of periodontal disease, communicating with clients about dentistry and preventive care, the vet oral health council seal of acceptance, measuring success, and setting goals in dental recommendations.

Senior Pet Care

- Learn the difference between geriatric and senior pets, common health problems in older patients, quality vs. quantity of life, hacks to share with pet owners for caring for older pets at home, and supporting pet owners that are making difficult decisions.

Introduction to Pet Loss

- In this lesson, you will learn about anticipatory bereavement, the quality of life scale, what to say vs. what not to say to clients, and compassion fatigue.

Euthanasia and Aftercare

- Learn how to communicate with clients while scheduling the euthanasia appointment, handling payment for euthanasia and aftercare, communicating with clients during the euthanasia appointment, and following up with your clients to offer support.

The Grieving Process

- Learn about the stages of grief, the 4 tasks of mourning, disenfranchised grief, and the dual process of grief.

Puppy FAQs

- Common questions and concerns about puppies
 - How to answer common questions that new puppy owners typically have about a variety of topics; such as housetraining, preventive care, how to stop chewing and biting, introducing them to other pets at home, socialization and more!

Kitten FAQs

- Common questions and concerns about kittens
 - How to answer common questions that new kitten owners typically have about a variety of topics; such as litter box training, preventive care, how to stop scratching, introducing them to other pets at home, and more!

Fleas

- Part 1 - The flea life cycle and flea prevention
 - Learn how to explain the importance of flea prevention, understand the flea life cycle, and how to generate client compliance.
- Part 2 - Common client myths and FAQs about fleas
 - Review examples of common client myths about fleas as well as how to respond to these myths and further educate your clients on the importance of preventive care.
- **Available resource - customized preventive product "cheat sheet" for your practice!**

Ticks

- Learn about the life stages of ticks, the diseases they carry, how they end up on our pets, the importance of prevention, how to safely remove a tick and answer common client questions about ticks.

Heartworms

- Part 1 - The basics about heartworms
 - Learn how heartworms are transmitted, the heartworm life cycle, heartworm disease, treatment, and prevention.
- Part 2 - two parts because there's a lot to learn!
 - Learn about heartworm testing, client education on heartworms, feline heartworms, heartworm-associated respiratory disease (HARD), fostering compliance, and how to answer common client FAQs and myths.

Other Parasites

- Internal and External Parasites
 - Learn about common internal and external parasites, importance of fecal testing, transmission, signs, and symptoms.

Greeting Clients

- How to nail the client greeting
 - At VetSnoot we take the client greeting VERY seriously as this is the first impression that sets the tone for the remainder of their visit! You will learn the following:
 - how to adjust your greeting to the type of appointment (not all greetings will be alike)
 - important information to collect/confirm for EVERY client check-in
 - planting seeds (mentioning products, services, preventive care, etc throughout various client interactions)
 - setting client expectations

New Client Orientation

- How to make a new client feel welcome
 - How to familiarize new clients with your practice, set expectations, present the value of your services, and more!

How to Say No Without Saying "No"

- How to say not without using negative words
 - This is a very important lesson that is used frequently in practice! You will learn step-by-step how to say "no" correctly, look for collaborative solutions, and a little something we call the "service sandwich."

The Client's Perspective

- Putting yourself in the client's shoes - take off that veterinary hat!
 - How to walk in a client's shoes, become invested in finding solutions to problems, and the importance of client retention to keep your practice healthy, all while making a client for life!

Client Coaching

- How to ***support your clients and patients as a veterinary client advocate!***
 - You will develop the coaching skills needed in order to assist your clients, build trust, develop strong bonds, and communicate effectively. *People will forget what you said. People will forget what you did. But people will never forget how you made them feel.*

Customer Service Using the L.E.A.S.T. Method

- How to solve customer service challenges
 - Learn techniques to solve customer service challenges, and how to develop patience and emotional intelligence.

Staying Positive During Conflict

- How to provide excellent customer service while navigating difficult situations
 - Learn how to deal with difficult situations, how to adjust your mindset, steps to take toward resolution and get curious about client complaints.

Upserving!

- Taking the extra steps that transform a mundane interaction into a memorable experience.
 - As a VetSnoot student, you will create positive habits that will help you empower your clients to make important healthcare decisions for their pets. In this lesson, you will learn ***The VetSnoot Upserving Formula*** to educate clients, gain trust, and increase the likelihood that clients will comply with recommendations for their pet's health care.

Resourcefulness

- I don't know vs. I will find out!
 - How to find solutions when there appear to be none, and how to creatively and effectively navigate your way through new and unpredictable situations.

New Pet Financial Expectations

- How to prepare pet owners for potential costs associated with quality pet care
 - Help pet owners understand the potential costs of quality pet care throughout their pet's life, such as preventive care, the average cost of common health conditions, understanding pet insurance, and more!

Common Client Complaints

- How to actively listen and solve common client complaints
 - Learn how to evaluate the emotions behind common client complaints, how to respond to complaints, and apply "pet-centered" logic to your office policies.

Vet Detective

- How to go from CSR to CSI (customer service investigator)
 - Learn how to pick up on the smallest details and provide your clients and patients with the best possible service. At VetSnoot, we are passionate about customer service and guiding our clients through our processes and services to make a smooth and transparent client experience.

Phone Shoppers

- Part 1 - vaccines
 - How to handle calls from pet owners looking for vaccine pricing, how to represent your practice, offer a few appointment times, be prepared with the necessary information, create scripts for consistency, and offer potential clients an inside look as to what they can expect from your practice.
- Part 2 - spay, neuter, teeth cleaning, and other procedures
 - How to handle phone shoppers asking for spay, neuter, teeth cleaning, and pricing for other procedures and services. By the end of this lesson, you will understand the importance of handling these calls with care, how to present the value of your services, and **setting personal goals to convert phone shoppers into customers!**

Generating Positive Reviews

- How to generate positive reviews
 - Strategies to generate positive reviews, the importance of these reviews, what an NPS score is, and how it is calculated.

The Art of Reminders

- How to stay connected with pet owners through reminders
 - Learn about the importance of reminders, the most effective ways to reach your clients, proactive patient care, consistent communication, why your choice of words matters so much, and how to measure success with patient reminders.

Practicing Mindfulness

- Mindfulness and the acceptance of "what is"
 - Learn simple tools for managing stress.

Affirmation

- Having gratitude for yourself and your accomplishments!
 - Learn how affirmations can "re-wire" our brain and eliminate negative and limiting beliefs.

Personal Growth

- Personal growth and how to set personal goals
 - This is a self-care lesson that you will utilize in practice as well as in your personal life. You will learn steps to begin creating and achieving personal development goals for your career as a veterinary professional.

Reframing Your Experiences

- How to face workplace adversity
 - Learn how to accept what you cannot control, how to reframe how you look at your experiences, and where to find support.

Grounding Techniques

- Techniques to maintain a healthy body and mind
 - How to stay focused and anchored in the present moment to help reduce feelings of anxiety and overwhelm.

Setting Boundaries

- How to set boundaries in the workplace
 - Learn how to establish appropriate, healthy professional and personal boundaries to help lead a balanced life.

Imposter Syndrome

- What is imposter syndrome?
 - Learn about the signs of imposter syndrome, and the different types of events or experiences that might incite a given episode of imposter syndrome. and what you can do if you suffer from the effects of imposter syndrome.