



2018 Seminar Catalog

Training veterinary teams in client service and communication skills

MEET YOUR CONSULTANT

Wendy S. Myers, CVJ, owns Communication Solutions for Veterinarians in Denver, Colorado. Her consulting firm helps teams improve client service, communication skills and compliance. Communication Solutions for Veterinarians is a leader in phone-skills training. Wendy offers monthly CE credit webinars and more than 65 online courses. She is a certified veterinary journalist and author of five books. Wendy is a member of the American Animal Hospital Association and serves on a committee for the Foundation for Veterinary Dentistry. She speaks internationally.

✓ NEW TOPICS FOR 2018

- 8 essential skills every receptionist should master
- Change your approach: Every month is dental month
- Master the art of presenting treatment plans
- How to train a new receptionist
- How to tame rude clients
- Are your wiggle words killing compliance?
- Be an energetic, efficient receptionist
- Take the fear out of anesthesia
- Get clients to accept diagnostic tests
- Callers hate to hold: Solutions to manage hold-time
- Be efficient in the exam room
- Lead clients' decisions with yes-or-yes choices

✓ TELEPHONE SKILLS

- 8 essential skills every receptionist should master
- Callers hate to hold: Solutions to manage hold-time

- 10 phone skills every receptionist should know
- Phone scripts that gain new clients
- Be a telephone superstar
- 5 golden rules to impress callers
- Own the phone: How to lead conversations
- 5 phone mistakes receptionists make
- Secrets to lead phone shoppers to become new clients
- Creating the 5-star experience over the phone
- Follow-up calls that increase patient visits
- Take control of scheduling calls
- 4 easy steps to turn price shoppers into new clients

✓ COMMUNICATION SKILLS

- Master the art of presenting treatment plans
- Are your wiggle words killing compliance?
- Take the fear out of anesthesia
- Lead clients' decisions with yes-or-yes choices
- Creating the 5-star experience in the exam room
- Get clients to accept diagnostic tests
- Best practices for financial conversations
- How to get to YES for dentistry
- Creating the 5-star experience for surgery and dentistry
- Creating the perfect veterinary visit
- How to deal with jerks

● Programs are 1 hour unless noted. Continued on back.

✓ **COMMUNICATION SKILLS CONTINUED**

- 6 awkward client conversations: Respond like a pro
- Look and talk like a veterinary professional
- 15 communication skills for veterinary teams
- Creating a comforting euthanasia experience
- Capturing compliance every patient visit, 1 or 2 hours
- Best practices: Senior care programs
- Communicating with confidence about nutrition

✓ **CLIENT SERVICE**

- How to tame rude clients
- Managing bad clients: Google-seekers, discount divas and obnoxious smartphone users
- How to prevent client complaints and bad reviews
- Be an energetic, efficient receptionist
- How to keep doctors on time
- Client service lessons from Golden Retrievers
- 10 client service improvements you can do today
- Creating the client experience: Before, during and after the exam, 1 or 2 hours
- Be a client service superstar
- Secrets to effective scheduling
- Creating great first impressions for new clients
- Create a better checkout experience

✓ **HOSPITAL MANAGEMENT & MARKETING**

- Be efficient in the exam room
- 10 ways to educate clients about dentistry
- What Millennial clients want from your veterinary clinic
- Dental promotions that boost compliance
- 10 ways to get cats to return for care
- Ways receptionists can market your practice
- How to increase preventive care visits
- How to use social media to promote preventive care
- Protecting your pharmacy, 1 or 2 hours

- Ways to increase productivity when you're short-staffed
- How to train a new receptionist

✓ **FULL-DAY PROGRAMS FOR VETERINARIANS**

- Creating the 5-star experience in the exam room
- Are your wiggle words killing compliance?
- Creating the 5-star experience for surgery and dentistry
- Change your approach: Every month is dental month
- Take the fear out of anesthesia
- Get clients to accept diagnostic tests

✓ **FULL-DAY PROGRAMS FOR TECHNICIANS**

- Be efficient in the exam room
- How to get to YES for dentistry
- Master the art of presenting treatment plans
- Get clients to accept diagnostic tests
- Best practices for financial conversations
- Communicating with confidence about nutrition

✓ **FULL-DAY PROGRAMS FOR RECEPTIONISTS**

- 8 essential skills every receptionist should master
- Own the phone: How to lead conversations
- Secrets to effective scheduling
- Secrets to lead phone shoppers to become new clients
- How to tame rude clients
- Best practices for financial conversations

Communication Solutions for Veterinarians' seminars and online courses are approved for continuing-education credit through the American Association of Veterinary State Boards (RACE provider 419) and the New York State Department of Education.

