

MODULES

PROGRAM SUMMARY

MODULE 1 FOUNDATIONS FOR SUCCESS

What could be limiting your success?

Are your results not what you want?

Are you often in "overwhelm", spinning wheels, working hard yet not moving ahead as fast as you would like?

Completing this Module will give the tools to program your mind for success and create a powerful, action packed Goal Plan giving you clear directions and specific, measurable action steps towards these goals! You will eliminate any personal beliefs and thoughts which may be limiting your success, building a strong foundation to achieve sales targets and income goals beyond what you thought possible!

1.0 Introduction

2.0 The Starting Point

3.0 Take Control Now and Create Your Future

4.0 Success Leaves Clues! How and Where to Find Them

5.0 Take Stock of your Current Reality

6.0 Obliterate your Success Sabotage Patterns!

7.0 Dreams, Goals and Targets

8.0 The Magic of Setting Goals - your Road Map to Success

9.0 Action is Power!

10.0 Your Goal Plan

11.0 "Animal Industry/Pet Grooming Mastery" GOAL PLAN

12.0 Summary

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MODULE 2 THE "GROOMER OF CHOICE"

What is your "point of difference"?

Why should clients choose you for their pet?

Why is it vital to identify and promote your USP (Unique Selling Proposition) to your marketplace?

Completing this module will give you this knowledge and show you how having a powerful clearly articulated USP will give you a competitive advantage over other pet salons or stylist in the marketplace.

1.0 Introduction

1.1 Special challenges for new groomers

1.2 The challenges for experienced Pet Stylists

2.0 What is a U.S.P.?

2.1 Examples of successful U.S.P.s

2.2 The relationship between your sales, your income and your U.S.P

3.0 The starting point

4.0 The changing world of animal grooming

5.0 Identifying a compelling U.S.P.

6.0 Drilling down to find a clear U.S.P

7.0 Writing your U.S.P

8.0 "Animal Industry/Pet Grooming Mastery" U.S.P. (UNIQUE SELLING POINT)

9.0 Summary

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MODULE 3 POWERFUL PROSPECTING

Why is prospecting such an integral part of any successful career in your animal grooming career?

What are the most effective ways of generating prospecting leads?

How do you build a career with focused dollar-productive activity, instead of the wasting time and energy experiencing lack of results, disappointment and rejection?

Completing this module will introduce you to more than 20 ways of prospecting, help you to set and achieve targets and build a goldmine of current and future clients that want just you!

- 1.0 Introduction**
- 2.0 The Starting Point**
- 3.0 Attitudes and beliefs around prospecting**
- 4.0 Prospecting and procrastination**
- 5.0 The fear of rejection**
- 6.0 Steps to successful prospecting**
- 7.0 Your "Animal Pipeline" - what is it and how do you build it?**
- 8.0 Prospecting at each stage of the "Selling Cycle"**
- 9.0 Working smarter not harder**
- 10.0 Designing a personal prospecting plan**
- 11.0 Your personal prospecting plan**
- 12.0 "Animal Industry/Pet Grooming Mastery" PERSONAL PROSPECTING PLAN**
- 13.0 Summary**
- 14.0 Conclusion**

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MODULE 4 PRE-GROOMING STRATEGY FOR SUCCESS

Preparation is everything! How do you give yourself every chance to touch their hearts?

Having the right mindset, the right intention, thorough research, professionalism and confidence in your own ability to be the animal stylist of choice - these are the necessary ingredients. Completing this module will give the knowledge and an action plan to set yourself up for success.

- 1.0 Introduction**
- 2.0 The starting point**
- 3.0 Appraisal and Design Presentations**
 - 3.1 The Magic Qualifier**
 - 3.2 Appraisal scripts and strategies**
 - 3.3 Strategy for a qualified Presentation**
 - 3.4 Discovering your client's price expectations**
- 4.0 Preparing your C.P.E.**
 - 4.1 Local area research**
 - 4.2 Past and current sales activity**
 - 4.3 C.P.E. template**
- 5.0 Pre-Client information package**
 - 5.1 The purpose and the presentation**
- 6.0 "Animal Industry/Pet Grooming Mastery" Pre Client Information Package**
- 7.0 Summary**

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MODULE 5 DYNAMIC LISTING

How do you ensure that your pre-client comes to you?

How do you conduct a professional Grooming Presentation and gain an exclusive client accompanied by Vendor Paid Advertising (VPA)?

Completing this module will give you these skills. You will learn how to negotiate and secure exclusive, well marketed Vendor Paid Advertising accompanied by a realistic advertising budget to increase your client base.

1.0 Introduction

2.0 The starting point

2.1 Gap Analysis

2.2 Learning from the past

3.0 The power of intention and mindset

4.0 The Plan

5.0 Listing communication strategies

5.1 Information gathering and rapport building

5.2 The skill of active listening

5.3 The skill of paraphrasing

5.4 The skill of matching and mirroring

5.5 Determining motivation and negotiability

5.6 Preventing "client remorse"

6.0 Securing the client on the first visit!

7.0 "Animal Industry/Pet Grooming Mastery" "DYNAMIC CLIENTSUCCESS"

8.0 Summary

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MODULE 6 VENDOR PAID ADVERTISING

How do you create and present a powerful marketing strategy to get your share of clients in the current market?

How do you convince your clients of the importance of regular grooming?

How do you secure the advertising cheque?

Completing this module will give you the skills to present effective marketing strategies and secure Vendor Paid Advertising every time.

1.0 Introduction

2.0 The starting point

3.0 The skill of effective marketing

4.0 The skill of effective advertising

5.0 The Marketing Strategy and V.P.A.

6.0 Examples of written Marketing Strategies

7.0 Securing Vendor Paid Advertising

8.0 Strategies for competition from "free advertising"

9.0 Commission and Advertising

10.0 Examples of Advertising Budgets

11.0 Examples of Showing Past Client Loyalty and Branding

12.0 Implementation of the advertising budget

13.0 Monitoring effectiveness of your marketing

14.0 "Animal Industry/Pet Grooming Mastery" VENDOR ADVERTISING EVERY TIME!

15.0 Skyrocketing your sales results!

16.0 Summary

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MODULE 7 "HOT CLIENT" ACTIVITY PLAN!

**How do you separate the genuine clients from the time-wasters?
How do you work effectively with your clients, to secure realistic results and referrals?**

Completing this module will give you a personalized plan, so you don't spin wheels to unmotivated clients. You will learn powerful strategies and scripts to qualify your clients guaranteeing immediate income opportunities as well as creating loyal ongoing customers and potential future referrals.

- 1.0 Introduction**
- 2.0 The Starting Point**
- 3.0 "Relationship selling"**
- 4.0 Working dollar-productively!**
 - 4.1 Attracting the right clients**
 - 4.2 Interviewing skills – yes you get to choose!**
 - 4.3 Qualifying and separating the motivated clients from the time-wasters**
 - 4.4 Categorizing the client**
 - 4.5 Systems to look after each category**
 - 4.6 Strategies for special client needs**
 - 4.7 Matching clients to the right grooming requirements**
 - 4.8 Client commitment and strong offers for commitments**
 - 4.9 Presenting offers and negotiating contracts**
 - 4.10 Building solid relationships for short and long term dollar-productive activity**
 - 4.11 Ensuring documentation is correct to eliminate risk to clients and yourself**
- 5.0 "Animal Industry/Pet Grooming Mastery" "HOT-CLIENT " \$\$
PRODUCTIVE ACTION PLAN!**
 - 5.1 The Plan**
- 6.0 Summary**

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MODULE 8 NEGOTIATING PAST THE "NO!"

What do you do when your client says "NO"?

How do you move past this to close a deal?

Completing this module will give you the keys to negotiate like a top professional. You will be given a sure-fire strategy to plan your negotiations in advance and the tools to influence client behavior and responses to arrive at winning outcomes. You will learn the skills of influencing, to work with rather than against your clients, to gain agreement and to recognize that the word "NO" does not mean the end of the deal.

- 1.0 Introduction**
- 2.0 The Starting Point**
- 3.0 Keys to Becoming a Top Negotiator**
- 4.0 Communication for positive outcomes**
- 5.0 Pre-negotiation preparation**
- 6.0 The negotiation process**
- 7.0 Trouble shooting**
- 8.0 Closing the deal**
- 9.0 Don't stop yet!**
- 10.0 "Animal Industry/Pet Grooming Mastery" The Ten Commandments for Top Negotiations!**
- 11.0 Summary**

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MODULE 9 OBJECTIONS - GREEN LIGHTS NOT TEETH MARKS

How can you handle objections?

How do you work with a client who is difficult and often negative, sometimes angry and suspicious?

Completing this module will give you the scripts and dialogue which will transform your results and give you successful outcomes every time. You will gain skills and the confidence to handle each common client objection. You will learn to think ahead and use communication strategies to disarm and neutralize most objections before they even become an issue.

- 1.0 Introduction**
- 2.0 The Starting Point**
 - 2.1 Where are you now?**
 - 2.2 The difference for your future results**
- 3.0 Thoughts affect Outcomes**
 - 3.1 What is getting in the way?**
 - 3.2 Setting yourself up for success**
- 4.0 Preparation is the Key**
 - 4.1 Welcoming the objection**
- 5.0 Strategies and scripts for more than 20 client objections**
- 7.0 "Animal Industry/Pet Grooming Mastery" Proven Objection Neutralizers!**
- 8.0 Summary**

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MODULE 10 CLIENTS and STAFF FOR LIFE!

How do you build a business based around referrals and repeat business?

How do you ensure that your paperwork is correct and commissions and hourly wages are not lost by your mistakes?

Completing this module will give you a step-by-step plan to protect your commissions and create clients for life with systems and a strategy. This will ensure your documentation is correct, your client follow up plans systemized and that you pre-empt and overcome commission/hourly settlement issues by pro-active strategies and strong networks of other professionals.

- 1.0 Introduction**
- 2.0 The Starting Point**
- 2.1 Gap Analysis**
- 2.2 Intention and planning leads to future success**
- 3.0 Building a repeat and referral business**
- 3.1 Success Leaves Clues**
- 3.2 Tips from Top Performers**
- 4.0 It's not over yet!**
- 4.1 Post settlement client communication**
- 5.0 Monitoring your staffing hours and needs**
- 6.0 The value of systems**
- 6.1 A system for every need**
- 7.0 "Animal Industry/Pet Grooming Mastery" Clients and Staff for life**
- 8.0 Summary**

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MODULE 11 BLUEPRINT FOR SUCCESS

Do you look on your career as a job or a business?

Do you have a Business Plan with targets and action plans to achieve great results in your Pet Grooming career?

This final Module will introduce you to a simple Business Plan. You will have a complete Training Manual comprised of printouts from each of the 10 Modules with plans, systems, scripts and dialogue - a Blueprint for your Pet Grooming Success! On successful conclusion, you will receive a personalized Certificate of Attainment - proof of Continued Professional Development and a tribute to your own pro-active commitment to Animal Grooming Excellence.

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The Grooming Institute of Canada offers coaching and mentoring that is practical, relevant and up-to-date training, coaching and mentoring sessions specifically for Animal Groomers/ Salon Owners within the animal industry.

The great majority of groomers learn their real skills on the job, by costly trial and error. Many of these groomers leave the industry disillusioned, discouraged, tired and almost bankrupt. This should not be happening!

At The Grooming Institute of Canada, we seek to "bridge the gap" between where you are and where you want to be with your income, sales results and work/life balance.

Our concern is that the distance, time and cost restrictions experienced by many groomers preclude them from taking advantage of the business training available today. A common outcome of this is for them to "learn on the job", a strategy which, as many of us have seen, can result in disaster for themselves, their clients and the public perception of the industry as a whole.

At The Grooming Institute of Canada, we believe that every Animal Care/Groomer/Stylist/Handler Professional should have the ability to access multiple options for excellence in training. The launch of our exciting and innovative online Animal Industry/Pet Grooming Mastery program is designed to redress this imbalance.

The Animal Industry/Pet Grooming Mastery program allows individuals and business owners to access professional training in a format which is self-paced, flexible and provides 24/7 access to some of the most powerful and effective sales tools available.

OUR PROGRAMS

Animal Industry/Pet Grooming Mastery:

An exclusive, truly interactive, online coaching and training program accessible 24/7 and suited to all groomers regardless of their level of experience

Click here for an outline of this program.

Custom Designed Training Sessions:

Focused on prospecting, closing and sales performance, goals, mindset, client service and Key Performance Indicators

Communication Skills Training:

Interactive face - to - face training sessions using the latest technology and focusing on the skills needed for excellence in relationship selling

Leadership Skills Training and Development:

Personal and group training for Principals and Sales Managers focusing on business plans, sales team accountability and monitoring, and personal development.

Personal growth sessions:

Small group work using Neuro Linguistic strategies to identify blocks, highlight strengths and create new realities for work and for life.

Individual coaching and mentoring:

One-on-one sessions with a highly qualified coach, designed to support and guide clients to their desired outcomes.

“No matter how excellent the training, without good coaching, you are probably wasting 80 cents out of every dollar spent ”

Lesley Weeks, Instructor June 1998

“ Coaching increases return on investment (ROI) by ensuring the success of training programs..... Coaching has demonstrated a significant and tangible return on investment.

Measurable results came from performance improvement, training reinforcement, skill development, enhanced workplace relations, leadership development and retention of top performers ”

FOR INDIVIDUAL GROOMERS and SALES TEAMS

Our individual or group training is customized, focused, and combined with your commitment, will guarantee success.

Specific coaching programs tailored to your individual needs will dramatically increase your effectiveness and the return on any investment you make in professional growth and skills enhancement.

Training is offered to individuals or groups up to maximum 20 participants.

Coaching is offered as an optional add-on to the online training program Animal Industry/Pet Grooming Mastery.

or

to individual clients either face-to-face, via email, by telephone, or by VOIP (free internet phone, i.e. Skype TM).

Individual coaching clients are given a Pre-Session questionnaire and, if applicable, a complimentary 30 minute first session before committing to personal coaching.

This session will:

- **give an overview of the coaching process**
- **clarify needs and highlight goals**
- **look at client/coach 'fit', and**
- **identify benefits and answer queries**

Fees are based on individual needs and programs selected.