

Prospecting Strategies: Approaching Veterinarian Practices

Video Script



Find out how to build profitable relationships with vets. [VIEW VIDEO NOW](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Hi, Nick Miller, Clarity Advantage, welcome back.

Wondering: Is your banking focus going to the dogs...or cats or mice? Or maybe your taste runs to larger animals. You might want to consider selling to veterinary practices.

They're everywhere. They acquire expensive equipment. They receive tons of payments.

A typical vet has 1,000 active clients which generate about 4,500 transactions annually. We could be processing those!

So, how do we meet vets?

Start with our own. Go with family or friends when they take Fifi to the vet. Or ask friends for introductions.

Vets can share industry information. They can introduce us to other vets. Hey, maybe they could become our clients.

So, how to start conversation?

As always, be curious. Start with questions about stuff we see. On the income side, we could ask, "Dr., I've seen 1-800 Pet Meds on TV. How have they and the big box stores like Petco affected your practice?" Or, "What sorts of additional services like kenneling or digital imaging are you thinking about to grow your practice?"

For payments, "I notice that a lot of people at your front desk seem to pay with checks. How much of a headache is that? How fast do you get your money?" And take it away from there.

[Vertical IQ](#) and other sources can provide additional information and questions, particularly if we are vet-less.

So, veterinary practices are attractive because they generate deposits!

They borrow for equipment and cash flow. They process a lot of payments. They use a wide array of financial services from checking to merchant to credit cards to retirement plans.

We can start with our own vet or friends and build our businesses from there.