



Phone Script Cheat Sheet

Remember this....

Cat phone calls typically begin with one of two questions:

1. Do you groom cats
- OR -
2. How much do you charge to groom a cat?

These are both code for:

I have an issue (or 2 or 3!) with my cat and am unable to fix the problems.

Can you fix my problems?

Your response should always be geared toward getting the client to verbalize the issues their cat is having.

Sample phone conversation:

Cat Owner:

"Hello, How much do you charge to groom a cat?"

Groomer or
Receptionist:

"Ah, what kind of cat do you have, and what issues are you dealing with, exactly?"

Cat owner:

"Well, my cat has this little tangle of knotted hair on his back leg that he won't let me get out. And he's been tearing up the furniture with his claws. I tried to cut them once and that did not go well. Do you trim cats' nails?"

Groomer or
Receptionist:

"Yes indeed! And we can get the mats or tangles out as well. No problem. It's what we do. Let's get you on the schedule as soon as possible before the tangle gets any worse. When you come for the appointment, I'll do a really quick assessment of your cat and let you know the best options for him. Then we will get you taken care of. Are mornings good for you? I've got a 10:00 opening next Thursday."

What problems do cat owners often live with?

- Hairballs
- Shedding
- Matting
- Pelts
- Fleas
- Dandruff
- Allergens (dander)
- Sharp claws
- Dirty rear ends
- Odors



If you can fix any or all of these, steer the conversation toward identifying the problem and then offering a solution.

You are the pro. The cat owner called because they need professional help with this problem. Be the solution!

It's not about the price. It's about the problems and whether or not you have a solution!

Additional Resources:

How to Get and Keep Cat Clients: This FREE webinar does exactly as the title states! Get more in the door and learn how to build a loyal, regular clientele.

Intro to NCGI Cat Grooming: Not sure where to start on your cat grooming journey? Join this free Facebook group for cat grooming resources & community.

Become a NCGI Member: Take your next step and gain access to a library of recorded seminars, articles, salon layouts, client hand outs and much more.

Get Personalized Recommendations: Read the descriptions and choose which one sounds like you! It is that easy! We will have one of our staff members or certifiers send you resources, advice and recommendations that fit your particular scenario. You won't want to miss this!