

Recommending **Easy Care** to new pet owners

A guide for practice teams

When someone brings in a new puppy or kitten, they're not just here for a jab – they're starting a whole new life as a pet owner. And they're looking to you for guidance, even if they don't say it out loud. This is the perfect moment to introduce the Easy Care plan – not as a “sell,” but as a smart, supportive way to give their pet the healthiest possible start.

Why start early?

When clients sign up a puppy or kitten, they're saying: I want to do this right. They're more open to advice, more likely to listen – and usually keen to “get everything sorted.” That's where Easy Care fits in perfectly.

It gives their pet consistent preventive care from day one, builds great habits, and makes sure nothing gets missed.

These are your dream clients – enthusiastic, open-minded, and ready to commit to lifelong care. Helping them get off on the right foot helps everyone.

Benefit 1: They need lots of visits anyway

What this means: Young pets need multiple vaccinations, growth checks, neutering advice, socialization tips – it adds up.

 **Tip:** Frame it as helping them stay organized, not a “financial product.”

How to explain it:

“Because they need lots of visits in the first few months, the plan just helps keep everything on track – and it often works out cheaper than paying as you go.”



Insight: New pet owners are often overwhelmed – the plan gives them structure.

“It's basically a checklist already done for you. You know they're covered, and it helps us keep an eye on how they're growing.”

Benefit 2: It builds habits for life

What this means: If they get used to regular check-ups now, it becomes normal – and pets get used to the practice too.

How to explain it:

"It's not just about today – it gets them used to regular health checks and visits, so they grow up confident and cared for."

 **Tip:** Mention the benefit to both pet and owner – trust goes up on both sides.



Insight: Help owners understand the long game.

"We want them to feel calm here, and we want you to feel confident too. The plan helps with that – it turns vet visits into routine, not drama."

Benefit 3: It covers the essentials they'll definitely need

What this means: Unlike adult pets, puppies and kittens will need everything that's included – and soon.

How to explain it:

"You'd be getting all of this done anyway – vaccines, and health checks – the plan just makes it easier and often cheaper."

 **Tip:** Keep the explanation tight – don't overwhelm.



Insight: Stick to key language like "core care," "routine," and "first year."

"We call it their 'starter pack for life' – it covers everything they need early on, and helps you get used to vet life too."

Benefit 4: They're in decision-making mode

What this means: New pet owners are actively looking for help, advice, and clarity.

How to explain it:

"When you're just starting out, it's helpful to have a plan. That's exactly what this is – a ready-made way to keep things simple."

 **Tip:** Talk with them, not at them. Ask if they've thought about ongoing care yet.



Insight: You're not trying to close a sale – you're giving them what they didn't know they needed.

"It's like a subscription to peace of mind. One less thing to think about, especially when everything's new."

Benefit 5: It benefits you too

What this means: Easy Care clients are easier to manage long-term – they come in more, build trust, and prevent problems before they escalate.

How to explain it (internally to your team):

"We want new pet owners on plans. They follow advice better, stay engaged, and become loyal clients. It's good for their pet and good for the practice."

 **Tip:** Don't feel awkward recommending it – it's the right thing to do.



Insight: Helping them sign up now avoids headaches later. Fewer gaps in flea cover, missed boosters, or panicked calls about money when something goes wrong.

"These are your golden clients. Meet them at the start with confidence, and you'll have a better relationship for years to come."

Final tips for every puppy and kitten conversation

- ✓ Make it part of the new pet journey – not a separate topic
- ✓ Keep it simple: “Here’s what most new owners do...”
- ✓ Show the leaflet, give them something to take away
- ✓ Reassure them they can cancel – no pressure
- ✓ Practice a one-sentence explanation as a team
- ✓ Use your own words – you don’t need a script, just clarity