

Easy Care puppy and kitten checklist

A checklist for team managers

New puppy and kitten owners aren't just booking an appointment – they're starting a whole new life with their pet. They're eager to do things properly, open to guidance, and looking for clarity even when they don't say so. This checklist helps your team understand when and how to naturally introduce EasyCare as part of the new-pet journey, not as a sales conversation.

Step 1: Know why new owners are the ideal moment

New owners are already in "help me do this right" mode. They want structure, reassurance, and simple explanations.

Your team should check:

- ☐ Am I framing this as support, not a product?
- ☐ Am I showing how regular care helps their pet grow up healthy and confident?

This aligns with the insight that puppies and kittens need many early visits, and owners want things "sorted."

Step 2: Use natural touchpoints during the first visit(s)

The best moments to introduce EasyCare:

- ☐ During vaccine discussions ("There are several visits coming up...")
- ☐ When talking parasite protection routines
- ☐ During growth checks, weighing, or handling
- ☐ When giving neutering or socialization guidance
- ☐ Any time the owner looks overwhelmed or unsure

These visits already contain everything EasyCare supports – don't bolt it on separately.

Easy Care puppy and kitten checklist

A checklist for team managers

Step 3: Keep the message simple & organised

New owners often feel overwhelmed by the volume of early-life tasks.

Your team can phrase it as:

- ☐ "This just helps keep everything on track."
- ☐ "It's a ready-made plan so nothing gets missed."

Keep it light. Keep it helpful. Avoid long explanations – the worksheet advises "don't overwhelm."

Step 4: Focus on the first-year essentials

Young pets need every single element included in EasyCare – vaccines, parasite protection, checks, early advice.

Team checklist:

- ☐ Have I mentioned the essentials they'll absolutely need?
- ☐ Have I avoided jargon and stuck to words like "core care," "routine," "first year"?

This mirrors the worksheet's messaging on essential early-life care.

Step 5: Use the owner's motivation

New owners want to get things right. They are:

- open-minded
- highly receptive
- eager for clarity

Your team can encourage gently:

- ☐ Ask: "Have you thought about how you want to handle ongoing care?"
- ☐ Reflect their enthusiasm: "You're doing all the right things."
- ☐ Position EasyCare as the default that most new owners choose

Easy Care puppy and kitten checklist

A checklist for team managers

Step 6: Make it a conversation, not a pitch

Team prompts:

- ☐ "Here's what most new owners do..."
- ☐ "Because there are several visits over the first few months..."
- ☐ "This just keeps everything simple while they're growing."
- ☐ "You can cancel anytime – no pressure."

Step 7: Build confidence across the team

Every staff member should feel comfortable, clear, and consistent.

Manager checks:

- ☐ Have we agreed on a one-sentence explanation everyone knows?
- ☐ Are reception and clinical teams aligned on when to mention EasyCare?
- ☐ Do we hand over a leaflet as a normal part of the new-pet journey?
- ☐ Are we approaching new owners early rather than waiting?

Use your own words – you don't need a script, just clarity.