

Storytelling and the Easy Care plan

A guide for practice teams

Why it works and how to use it naturally

When you recommend the Easy Care plan, facts are useful – but stories are what land. Clients remember stories. They relate to real pets and real people, not numbers and lists.

This guide shows why storytelling works so well in these conversations, and gives you a few quick examples to use (or adapt into your own).

Why storytelling works

- ✓ It makes the benefits feel real, not theoretical
- ✓ It helps people see themselves in the situation
- ✓ It's a chat, not a pitch
- ✓ It builds trust through empathy, not pressure



Insight: People don't remember facts about flea cycles or spreadsheets of savings – they remember the Labrador who needed a dental or the cat who avoided trouble thanks to a check-up.

The best stories to tell

Use real but everyday examples. These don't have to be dramatic – just human.

Example 1: "We see this a lot..."

"We had a pup on the plan last week who came in for a routine check – we caught a skin issue early, and the owners didn't even realize. That's the beauty of regular care."

Example 2: "It makes life easier..."

"There's a cat owner who used to forget flea treatment all the time – but since going on the plan, she just gets a text and pops in. It's stress-free now."

Example 3: "Unexpected but covered..."

"One dog came in for a limp and needed an x-ray – because they were on the plan, they saved money on the treatment and were in the system already. It just made everything smoother."

Final tips for storytelling

- ✓ Keep it short – 20 seconds max
- ✓ Don't "sell" the story – just share it like a helpful tip
- ✓ Be real – clients can spot a fake story a mile off
- ✓ Use the phrase: "Actually, I had someone just like you..."



Insight: Think of two or three genuine client examples that stick in your mind. Practice telling them with a teammate – once you get the rhythm, it becomes second nature.