Handling objections to the Easy Care plan

A guide for practice teams

When you're talking to clients about the Easy Care plan, it's not about selling. It's about helping. You're offering something that genuinely benefits their pet, saves them money, and supports preventive care. But even with a great plan, some clients will hesitate – and that's totally normal.
This guide shows you how to bring Easy Care into the conversation naturally, respond to concerns without pressure, and feel more confident in every chat.

First: Why do objections happen?

Even the best clients can be hesitant. It's rarely because they don't care about their pet – usually, they just:

- Don't fully understand what the plan covers
- Are worried about cost or commitment
- Confuse health plans with insurance
- Feel unsure about monthly payments or signing up today

The goal is to respond with empathy, explain things clearly, and offer useful info that helps them decide.

Objection 1: "It sounds expensive."

What this really means: They're not sure it's worth it.

How to respond: "That's completely fair. But actually, most people save money over the year – especially on things they'd pay for anyway, like vaccinations and flea treatment. It spreads those costs out and adds extra discounts too."

Tip: Show a quick breakdown of what's included and the savings they can make by signing up – or point to a leaflet or poster that does.

Worksheet Insight: Use a real-life comparison. For example:
"If you added up the usual cost of parasite protection, a booster, and two visits – it's more than the plan fee. The plan just spreads it monthly and adds extra perks."

Objection 2: "I already come in regularly."

What this really means: They think it's for people who don't.

How to respond: "That's great – you're already doing what's best for them. The plan just makes it easier and often cheaper to keep doing exactly that. Plus, you get discounts if anything unexpected comes up."

Tip: Reinforce the value of what they're already doing – and how the plan rewards that.

Worksheet Insight: Compare it to preventive care for humans.
"It's a bit like seeing your dentist regularly – you're staying ahead of problems, and the plan helps you do that affordably."

Objection 3: "I don't like monthly payments."

What this really means: They prefer to pay as they go or worry about subscriptions.

How to respond: "Totally get that – but it's not a credit or finance thing. It's just a way to make routine care easier to budget for across the year. Lots of clients tell us it feels more manageable that way."

Tip: Use the phrase "budgeting tool" – it reframes it in a helpful way.

Worksheet Insight: Avoid words like "contract" and highlight flexibility. "There's no interest, no hidden fees – just a flat monthly fee that covers the essentials."

Objection 4: "I need to think about it."

What this really means: They're unsure or don't like pressure.

How to respond: "Of course – would you like me to pop a leaflet in with your paperwork or email you a link to look at it at home?"

Tip: Let them know they can sign up any time – you're not closing a sale, you're planting a seed.

Worksheet Insight: Have printed and digital info ready.
"We've got a short video and price comparison chart on our website if you'd like to look at it later."

Objection 5: “I already have pet insurance.”

What this really means: They’re confused about what the plan covers.

How to respond: “Insurance is great for emergencies — the plan works alongside it and covers all the routine stuff you’re likely to need each year.”

Tip: Use the phrase “routine vs. unexpected” to separate the two.

Worksheet Insight: Use a visual aid if possible — a side-by-side chart really helps. “Insurance is there if something big goes wrong. Easy Care is for the day-to-day things that keep them healthy.”

Objection 6: “I don’t want to commit long-term.”

What this really means: They’re worried they’ll be stuck or won’t use it.

How to respond: “It’s not a contract in the strict sense — if you need to cancel down the line, just talk to us. We’re always happy to help. Most people find they use it without even thinking about it.”

Tip: Emphasise support and flexibility.

Worksheet Insight: Be clear about cancellation terms upfront — confidence comes from clarity.

Objection 7: “What exactly does it include?”

What this really means: They don’t have enough detail to say yes.

How to respond: “Good question — it includes all their core vaccinations, year-round parasite protection, a full health check, and discounts on anything else they might need.”

Tip: Point to a simple chart or flyer. Keep the explanation tight.

Worksheet Insight: Staff should be trained to give a clear, consistent summary — not a list of twenty benefits.

Final tips for every conversation

- Be empathetic. Every objection is just a question in disguise.
- Keep it simple. Break things down in plain language.
- Be confident, not pushy. If you believe in the plan, they'll feel that.
- Have handouts ready. Let them take something home.
- Practice as a team. Use the worksheet to role-play common objections and try different ways of responding.