THE SMART VET PRACTICE PRICING WORKSHOP WORKBOOK

Accelerate
Practice
Academy

THE POWER OF SMALL CHANGES

Write down FIVE frequently billed items below:

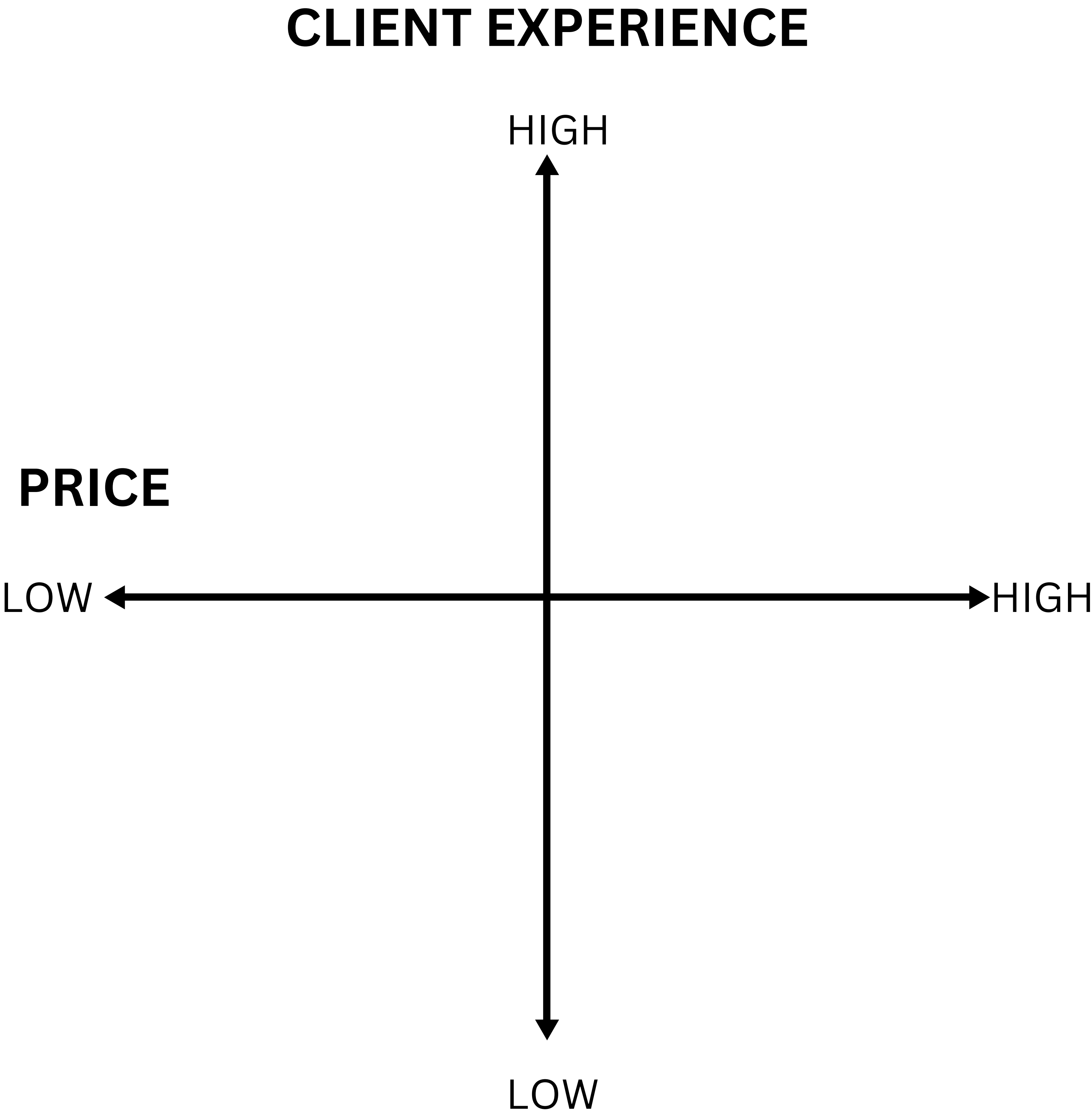
Item/ Price	Freq. of billing/ week	Small $ increase	Increased profit/wk

Total profit increase per week ______________________

Net profit increase per year ______________________

Accelerate
Practice
Academy

Notes:


CLIENT EXPERIENCE
HIGH
PRICE
LOW
HIGH
LOW

Notes:

ATV

Revenue per visit

Cogs %

Wages

EBIT

Notes:

Some beliefs that may resist fee increases:

Clients won't pay more. S

I'm worried that if I raise prices, I'll be seen as greedy. R

I wouldn't pay that much, so others won't either. W

Our care isn't at a high enough standard to justify higher prices. W

If I put my prices up, I'll lose clients. R/S

My team will resist price increases. R

We need to be affordable for everyone. R

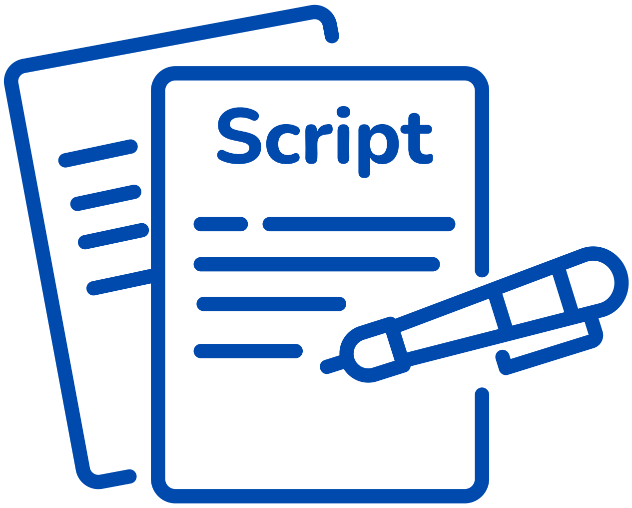
If I increase prices, pets will suffer because owners can't afford treatment. A/O

Clients already complain about prices—they'll explode if we go higher. R

I see that helping animals and making a healthy profit are in opposition. A/O

I'd like to make more profit, but I don't want anyone to know that. R

Notes:



Scripts to use with clients concerned about costs;

Client: *"That's really expensive" or "That seems to have gone up a lot" or "You vets must be making a fortune"*

You: *"Yes. Quality pet care is expensive, and no one likes a big unexpected bill, which is why we recommend pet insurance.*
Would you like a list of the more common policies our clients use?"

Never justify or try and explain your prices. Your supermarket doesn't!

Notes:

IMPLEMENTATION MATRIX

The type of practice I want to create is ....

The percentile I want to set my fees to is .....

The percent nett profit I want to make is ....

The date allocated to setting my fees is ....

The date of reassessing my fees is .... and the percentage increase is....

Notes: