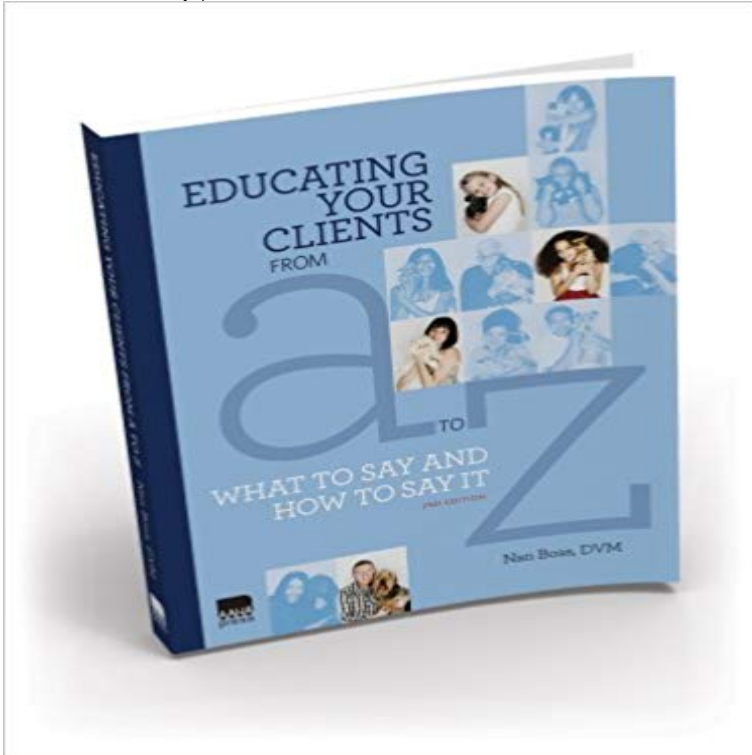


Educating Your Clients from A to Z: What to Say and How to Say It



For best results for your veterinary patients and your practice, client communication should be clear and consistent throughout the practice. Your front office staff should feel just as informed and empowered as your technicians and associates when talking to clients. The second edition of *Educating Your Clients from A to Z* has been completely refreshed and rewritten to reflect changes in veterinary medicine, marketing strategies and communication principles over the past ten years, including:

- How to educate clients and diagnoses and treatment plans
- New information on nutritional supplements, joint disease, cancer treatment and positive training methods

Using 16 proven communication mantras, this tool covers 26 topics, from appointments to zoonotic diseases, and includes definitions of all advanced medical terms for greater understanding across the team. Entertaining, well-organized and easy to read, *Educating Your Clients from A to Z* features real-world examples and scripts that teach the basics of communication as it relates to the veterinary industry, taking the guesswork out of talking to clients.

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