

# A Letter From The President

## Danelle German

### From Fords To Mercedes.

Do we owe our clients quality grooms every time we groom their animals? Or do we let them dictate how much of a groom we do for them? By that, I mean if a customer doesn't want to pay for a bath for their Newfoundland or their Bichon, do we then oblige? If the customer only wants a quick brush-out on their Poodle or Cocker Spaniel, without providing the full treatment its coat requires, do we comply? Does what the customer is willing to pay dictate what type of groom we send out of our salons?



These are valid questions. And they apply to cats as much as they apply to dogs.

I've been told I provide Mercedes grooms to Mercedes clients, but that for some groomers, their clients are Ford folks. The implication is that what I do here will not work elsewhere. My response to that: your clients are what you make them. If you want to have Ford clients, then keep giving them less-than grooms. (No offense to Ford here, I own one myself. I'm just going with a previously used analogy. We all understand the price/quality comparison between Ford and Mercedes.)

If, on the other hand, you want to provide the BEST grooming possible, on any animal, then do it every time and make sure you are charging what it is worth. Turn out Mercedes grooms and train your clients to become Mercedes clients. It really is that simple.

If you don't know how to make a cat look like a Mercedes, then take a moment to consider the benefit vs. the cost of changing what you are making your clients into. There is cost in obtaining a cat grooming education. And for many groomers, the reason they are not willing to pay the cost is that they don't know the value of that which they are buying. This is understandable.



It has been more than a year since we opened the National Cat Groomers School. Since that time, we have graduated a fantastic group of cat groomers and have produced over 60 CFMGs. And many of those have gone on to utilize their education in a manner that not only generates new cat clientele for their business, but also in a way that is changing their old "Ford" customers into new "Mercedes" customers. In some cases, depending upon the groomer and how aggressive and savvy they are, the results have been immediate. For others it may have taken longer, but either way the end result is business growth and a fabulous reputation as a professional cat groomer. Short term cost producing long term gain.

If you are considering investing in your future as a cat groomer yet aren't too sure if the cost is worth the value, please give us a call. We would be happy to put you in touch with some of our graduates who have been there, done that.

We look forward to hearing from you!



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