

A Letter From The President

Danelle German

Always Assume.

The saying goes, "Never assume." But sometimes I think it's better to always assume.

With estimates of 75-90 million owned cats in the US alone, always assume that every person you meet has at least one cat. For cat groomers, that means that every person met is a potential customer. They just don't know it yet.

It is accepted that dogs need to be groomed. Whether it's an occasional bath or a simple nail trim, pet owners do not balk at the idea of their pooch being groomed from time to time. This is not the case with cats, however. The old myths reign: cats groom themselves, cats hate water, cats can't be handled, and on and on it goes.

The trick to getting past the myths and filling up the grooming schedule is pointing out the problems that all cat owners live with and won't deny, but typical do not put much thought into. Why do they not think about this stuff? Because cats are supposed to groom themselves. They shouldn't have to think about it. Yet, there it is! All the mess, right there in front of them: incredible shedding problems, hair balls, matted or tangled coats, dandruff, allergies, fleas, dermatitis, ingrown claws, dirty ears, and crusted poop tangled up in the cat's hair.

And you, the professional cat groomer can save the day! But first you have to show the owner there is something that can actually be saved. YOU can make life better for them and better for their cat. YOU can get rid of the cat hair that is everywhere. YOU can eliminate the hairballs on the kitchen floor. YOU can remove the mats and tangles and prevent them from returning again in the future. YOU can get rid of the dandruff and the allergy problems and the fleas and the dermatitis. YOU can fix up the ingrown claws and keep kitty from destroying the furniture. And YOU can dispose of the petrified poop so that kitty is no longer dragging it around the house and contaminating the furniture and bed pillows that the owner sleeps on each night.

If you know how to do those things, consider getting the new salon marketing posters that are intended for pointing out these very issues. They will drive business. Assume every existing dog client also has a cat or two (or three) at home. Let them know what you can do for their furry felines and all of the nasty issues they deal with on a daily basis. Proclaim it loudly from every wall! Point out the problems and provide solutions. Customers don't buy when they don't know you are selling.

If you don't know how to do all of the above mentioned, then make it a priority to do something about that. After all, there are millions and millions of cats out there counting on you. An untapped market just waiting to be captured!

Market cat grooming ideas to your customer base with these whimsical and attractive salon posters available for purchase directly through the NCGIA Website:

[NCGIA SHOP - SALON POSTERS](#)



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