

A Letter From The President | Danelle German

"Name Your Price!"

One of the many business-related topics that we cover during the two-week school session at the National Cat Groomers School is how to structure pricing. This seems to be a topic of interest throughout the grooming industry, for both dog and cat groomers.

Generally when a potential client calls a cat grooming business, their first question is "how much do you charge to groom a cat?" While this is a valid question and one that is of paramount importance to the cat owner, the real heart of the matter is "what issues or problems does your cat have and what can I do to fix those problems for you?" When we, as professional groomers, change the focus of the initial conversation from price to fixing the problems, we are more likely to garner a new client. After all, the cat owner called for a reason. They've got issues. Or their cat has issues. Or, more likely, both cat and owner are dealing with issues. Either way, YOU can be the answer, the solution, the end to all of the issues.



Below is a portion of a conversation with a potential new client that I have had thousands of times over. The actual conversation will vary a bit, but for the most part it unfolds just the same.

Cat Owner:
"How much will it be?"

Groomer:
"If your cat is a long haired breed like the Ragdoll, the base price is \$_____. We do offer a variety of other options and add-ons, which may be of interest to you as well. But those are things that we can discuss when you bring your kitty in for the grooming. Once I see her and assess her coat type and condition, I can offer some suggestions for you to choose from."

Cat Owner:
"How long will I need to leave her there?"

Groomer:
"Two hours. We can complete the groom in that amount of time. I have a 9:00 appointment available on Thursday morning. Your kitty will be ready for pick up at 11:00. We don't want cats to have to be away from home any longer than necessary. If you will give me your name and phone number, I will put you down for that Thursday morning appointment."

Cat Owner:
"She's never had a bath before. I'm worried about how she'll do."

Groomer:
"I understand your concerns. Most people worry about that same thing. But most of the time....."

This is an excerpt from chapter 9 of the Ultimate Cat Groomer Encyclopedia. The remainder of the example conversation between client and groomer can be found in the book, along with other business topics related to marketing, presentation, dealing with customers who don't listen, the functional workday, and maximizing the 'wow' factor to build a business to its fullest potential.

I'm a firm believer in maximizing potential in the marketplace. In a free enterprise system we have the freedom and ability to do just that! When it comes to cat grooming, the market is definitely there. So how can one maximize their potential? Great cat grooming skills and good business sense go hand-in-hand. If one is missing or lacking, potential is not being maximized. This is a fact. Fortunately, resources are available to help fill in those gaps.

What is your weakest link? What are you doing to strengthen it and be all you can be?



National Cat Groomers Institute of America, Inc.

701 Pendleton Street • Greenville, SC 29601

www.nationalcatgroomers.com | TF: 877.302.7430 • F: 864.271.7828 • E: info@nationalcatgroomers.com