

Turning OAY to OAM Clients

Grooming a cat only Once-a-Year (OAY) can be stressful and even dangerous for both cat and groomer. Check out the tips below on how to get these irregular appointments to become frequent, super loyal clients!

Step #1: Memorable Client Experience

Many people know what “good customer service” means or at least what it refers to. However, I want to challenge you to take it one step further. Let’s talk about how you interact with your customers and what your **Client Experience** looks like.

The Client Experience refers to every single way that you communicate with your customers. This includes many factors, these include:

- Operating hours
- How clients contact you for services and how you respond
- Voicemail, email and correspondence phrasing
- The overall branding of your website, emails, marketing materials, etc.
- How you advertise for your business and the look of the ads
- Interacting with clients in person and with their pets
- The overall relationship you build with your clients

To establish the direction of your business persona, you will first need to determine who your ideal client is. And just saying “cat owner” or “pet owner” is doing a disservice to your plan.

Ask yourself:

- Client’s age
- Geographic location
- Approximate income
- Lifestyle preferences (ties into income)

Examples of Client Descriptions

My ideal client is high-end, lives within a 10-mile radius, and has the disposable income to afford my mobile grooming services.

OR

My ideal client is middle-aged working women with a busy family life. They regularly travel or take vacations and need a schedule that works around a typical school day.

Now, you’ll use the description of your ideal client to create how you interact with them. How do your clients want to communicate with you? Should your tone be more casual or formal? More instructive or more laid-back? Use this description to tie in all of your communications - phone and in-person presence, wording in your emails, voicemails, etc., what your ads, website and marketing materials look like, and what services you offer to them.

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Step #2: Use Visual Aids

Clients have no idea what you are talking about. Think about it. Why do groomers get so frustrated with the term “puppy cut”? It is because it is not descriptive enough and many times even the clients don’t know exactly what it means! In order to successfully decipher what the client is asking for, the groomer needs to be a great communicator. This can be difficult and it can take time to hone your skills. To make the process faster and more effective, start using visual aids. These tools are meant to SHOW a client different services so they can see what their cat is going to look like when you are finished with it. This removes any opportunity for miscommunication or a disappointed client.

- ❑ **Posters** - Have room on your salon or lobby walls? Fill them with images of your work and the services you provide! They can be easily pointed to when speaking with a client, and it can help passively sell services to clients who see them right away. Like a McDonalds, point and order!
- ❑ **Photos** - Don’t have wall space? Or are you mobile, house call, etc. and need something more portable? Use high quality photos to bring with you to each appointment. You should have at least 1-3 of each service you provide or grooming styles you offer. I can’t tell you how many times our Grooming Styles Flip Chart has saved me with a client who asked for a “lion cut” but after seeing a picture, thought it was way too short! They meant “comb cut” but the only grooming term they knew was lion cut.

Also make sure you are using high quality pictures for your website, Facebook page, and any marketing materials. Well-lit, crystal clear images will sell you and your business! Take the time to do this!

- ❑ **Brochures & Flyers** - After you spend time educating your clients, don’t let them leave empty-handed! Use brochures to help reinforce what you’ve gone over with them. This can include your business policies and services, educational brochures covering matting, fleas, shedding solutions, etc. For special promotions or announcements, flyers can be printed easily at a local print shop to hand out. This extends to your business cards as well. Make sure all of your marketing materials, social media accounts, etc. are cohesive in colors, fonts, images, and an overall look. If you don't want to come up with your own brochures, the NCGIA offers a variety of proven brochures covering a range of topics intended to help sell your services.

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Step #3: Provide High Quality Grooming Services

The final step that is going to lock in a client for life is providing beautiful, high quality cat grooms. Most clients, especially when paying premium prices, want services that match the level of the rest of their experience. But, this is also going to make you stand out from your competition. If you need some help to improve your cat grooming skills, check out the resources listed below. Also, the NCGIA Certifiers & Approved Trainers offer hands-on instruction to groomers of any experience to help push your grooming to the next level.

What *Next Steps* Will You Be Taking?

List 3 action steps you can take to improve the following:

Client Experience

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Visual Aids Posters Brochures Flip Charts Pictures

Grooming Services

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Visual Aids Available Through NCGI

- Flip Charts** - Grooming Styles & Gross Stuff
- Educational Brochures** - Matting, Pelting, Bathing
- Breed Brochures** - DSH, DLH, Persian, Maine Coon, Ragdoll, Senior Cats Grooming, Kitten's First Grooming
- High Resolution Photo Packages & Website Content**
- Salon Posters** - Grooming Styles, Services Offered

Improve Cat Grooming Skills

- [Complete Cat Groomer Training Syllabus](#)
- [Ultimate Cat Groomer Encyclopedia](#)
- [Cat Grooming Basics online course](#)
- [The Bath: Why and How online course](#)
- [Upsells and Addons online course](#)
- Become a Certified Feline Master Groomer!**

GET MORE LIKE THIS - BECOME A MEMBER!