



How Much Without the Bath?

What do you say when...

A client asks you for a cat groom without a bath?

You know the answer will always be “no,” because it wouldn’t be a **groom** without the bath and blow dry to remove grease and dead coat. Sometimes all it takes is a bit of explaining for the client to understand that your end goal is a cat groom that solves their problems and prevents new problems in the coming weeks.

Cat Owner:

“Hello, How much do you charge to groom a cat?”

Groomer or Receptionist:

What kind of cat do you have, and what sort of problems are you dealing with?

Cat owner:

My cat has a couple mats on her back leg. I guess she stopped grooming herself when we went on vacation last week. I tried to get the mats out but she is not having it! I’m hoping you can get these out.

Groomer:

Sure thing. It’s what we do! When you bring her in, I’ll do a quick assessment that will tell me what options are best for your kitty and then we will go from there. She will go home completely mat-free, that is our guarantee. Do Thursdays work for you? I can get you in on the 23rd at 10.

Cat owner:

What will be included in the groom?

Groomer:

Your cat will get a nail trim, a bath, a blow dry, and mat-removal. Once I see her in person I can tell you if this will require any shaving. Sometimes we are able to get the mats out without shaving, and for some cats, this is a much better option.

Cat owner:

Oh, we don’t need the bath. I doubt she would tolerate the bath anyway. So how much for just getting the mats out but no bath?

Groomer:

Matting on cats is caused by greasiness in the coat, which is present on all cats. So giving your kitty a bath will not only get her clean and make sure all the mats are completely gone, but it will also provide mat prevention between regular groom appointments. The best thing is for her to not be matted ever again.

Let’s get your cat set up for that Thursday appointment before it gets filled. We don’t want her matting to get any worse. Our mat removal fee does go up the worse it is.

The conversation ends with a new cat groom appointment. My job on Thursday the 23rd is to provide the client with the right options for their cat and then stellar groom results plus a maintenance plan-of-action for the future.

Use the **Clean Cat brochures** to explain why regular bathing is beneficial and can help with a lot of preventative maintenance with their cat.

Remember this: Clients don't know unless we tell them!

If we are expecting them to "get it" before we explain the reality, we are expecting the impossible.

Keep these tips in mind:

- Focus on the solution to the issue
- Reassure the client you will provide the best care for their cat
- Be confident in your services and pricing
- Don't be apologetic or go overboard trying to explain your price/services
- Move the conversation to booking the appointment

Additional Resources:

Get Marketing Materials: Let us do the hard part! NCGI has client educational brochures covering matting, bathing, breed specific issues, and much more. Use these client hand outs to reinforce your position with your clients.

Intro to NCGI Cat Grooming: Not sure where to start on your cat grooming journey? Join this free Facebook group for cat grooming resources & community.

Become a NCGI Member: There is a great section on gaining confidence and improving your client relations, all available to our members!

Get Personalized Recommendations: Read the descriptions and choose which one sounds like you! It is that easy! We will have one of our staff members or certifiers send you resources, advice and recommendations that fit your particular scenario. You won't want to miss this!