



Introducing Pet Insurance to Clients

You see the value of pet insurance, but how do you communicate that to your clients? These simple tips will put you on the road to actively promoting pet insurance in your practice.

Ready, Set, Go: 3 Steps for Getting Started

1. Do your research.

Educate yourself on pet insurance and pick 1-2 companies you can confidently recommend.

2. Train staff.

Share your newfound pet insurance knowledge with the whole team, so they feel comfortable recommending pet insurance too. Develop a pet insurance protocol and select a team leader to execute your hospital's plan.

3. Make it part of your routine.

Decide when and where it makes the most sense to talk to clients about pet insurance. Then strive to make the discussion part of every client interaction. Practice makes perfect!

Location, Location, Location...

It's easy to make pet insurance part of the conversation at any point during a client's visit.

At Reception:

When checking a client in, ask if their pet has pet insurance. If they do, find out which company they use and ask about their experience. If not, offer to answer any questions they may have and share some brochures to review while in the waiting room.

In the Exam Room:

While reviewing the pet's chart, consider why pet insurance would benefit that pet specifically. Share your thoughts and why you recommend pet insurance. If the client can see the value for their personal pet, they're more likely to act on your recommendation.

At Check Out:

Ask the client if they have any pet insurance claim forms that need to be completed. Wellness visit? Let them know that if they sign up for Embrace with Wellness Rewards today, the visit could still be covered.

Starting the Conversation

Here's one way to introduce the topic of pet insurance when chatting with clients. This is just a jumping off point, feel free to make it your own!

START ► Do you have pet insurance?

We recommend pet insurance because many of our clients have found it helpful in covering the cost of their pet's veterinary care. Can I interest you in a free quote from Embrace Pet Insurance?

◀ NO ... YES ▶

Great. Let us know if you need a claim form completed at the end of today's visit.

No problem. Here's a brochure to review. If you have questions or decide you'd like a free quote, let us know.

◀ NO ... YES ▶

Perfect, I'll have that sent to the email address we have on file. There's no obligation and getting signed up is simple.

Want more tips for starting conversations with clients? Contact your Embrace rep today.

 **EmbracePetInsurance.com/vets**
(800) 340-3058