



## **Our Strategic Vision**

Almost every business has a mission statement. Unfortunately, once those mission statements are created and shared, they are almost always forgotten, and have little if anything to do with everyone's day-to-day work.

Thankfully, this isn't a "mission statement." It's a strategic vision of our perfect client story – meaning it tells the story we are all here to make come true for our clients. The main difference between our strategic vision and a "mission statement" is that we can all relate to it and make it come true every day. It's designed to let us all know how we fit into the perfect client story in meaningful ways. It will be used on a regular basis – by everyone – as a guide for who we serve best, how we serve them best, and why it is truly worthwhile to work here.

Probably the most important part of this is the fact that all of us must clearly understand not just our work, but exactly how that impacts our client's lives. We must know how our actions will improve the happiness and quality of life of our clients and their pets. Not only do we need to know it, we need to communicate it with our actions. It's in this perfect story that we get to be the "movie star" or "hero" — saving the day!

## **Who We Should Serve Best**

The type of client that we should serve best is just like Sarah. She lives close by and dearly loves her dogs Rocky and Coco. In fact, she loves them so much that she considers them part of her family! And because Sarah is a conscientious owner, she is willing to be picky regarding who helps her take care of them.

Our best clients, like Sarah, are willing to be educated, and really want two main things from us: 1) Peace of Mind and 2) Shockingly Great Service.

## **Peace of Mind**

When we say “peace of mind” that means something very specific. Peace of mind means the ability to relax - to really relax. Our clients want to know that their dog is in the best hands, getting the best treatment, and having a blast. They want to know that as a dog owner they are doing the best they can for their pup and it matters. It means knowing they can trust us.

In building that trust, we really get to know our clients and their pets. We know what they do and what they like. We congratulate them on personal and professional victories, and we care about their setbacks.



In getting to know clients like Sarah on this level, we can better anticipate their needs and be ready to serve those needs...even before they ask. We can also recommend care and services for Coco and Rocky that Sarah might not be aware of. This keeps her pets in peak health and happiness. We are their concierge!

The other aspect of peace of mind is that we listen - carefully and actively. And we answer questions with knowledge, professionalism, and courtesy. We take our client's concerns to heart and want to let them know that we are interested in understanding and solving those concerns; more than looking good. If something can be made better, we're on it!

Outstanding service can sound like a marketing term but at our facility we really mean it. The Sarah's of the world have a certain expectation - thoughts about how things should go, and the results they really want to see. And it's our job to deliver them consistently and professionally.

## **How We Serve Them Best**

Now let's talk service. This means that our client's dog is safe and happy. They think to themselves, “My dog is in good hands and having a better time than I am!!” Our goal is to have everything our clients need. But it doesn't end there. Having options available is

good, but it only becomes excellent when the way those services are provided and priced, exceeds expectations.

In doing that, we must provide excellent service, products, and professionals. But we also must cultivate a culture that inspires everyone to think ahead, and to consider what might be important to any one particular client. Perhaps it's a reassuring phone call, a picture of extra attention, or an unexpected gift at checkout...whatever it is, it's found by paying attention to our clients' needs and acting in meaningful ways, showing how much we truly care.

### **Sarah's Story**

Rocky is a 9-year-old Cocker Spaniel that has spent his entire life with Sarah. Sarah recently decided to add Coco, a spunky 4-month-old Brittany Spaniel to her household. While this brought great joy to Sarah's home, it had been a while since she had a puppy. Since Sarah works a steady 9-5 job, and she knew she would need help getting Coco the proper training and exercise she needed.

Next, she started thinking about her upcoming dream vacation she was to take this summer. As she was happily planning her vacation, choosing the right hotels, organizing the activities, deciding on restaurants, she was suddenly struck with an overwhelming feeling of guilt.

Why?! She was supposed to be excited and happy - but suddenly that all seemed to disappear. It was the thought of her dogs. It had been a long time since she had been away from Rocky, and this would be the first time away from Coco. Would they have as good a time as Sarah? Would they be happy and well cared for? What kind of owner would she be if she left this to chance?

At this point Sarah had not yet become our client and wasn't sure where to start looking for pet services.

### **How She Found Us**

Sarah found us through a referral system that rewards our clients for spreading the word about our astonishingly well-run facility.

We pride ourselves with being in communication with our clients. And it turns out that a twice per month communication is just what our clients want. Our automated system helps keep them up on events and specials, in addition to the facts of their dog's most recent visits and other educational information they want to know.

In our system, we will occasionally send out a request for referrals where we offer a great discount on the services our clients most use and value. In fact, we send them an email perfectly designed so that they can just forward it to a few friends while they are

thinking about it. We found that if a referral system is not easy and convenient, it will likely not work. And since referrals are the #1 way we grow, we had to get this right.

It's simple! The new client simply provides the referring client's name and then the referring client gets a discount as well as a special thank you!

That's how we first met Sarah. Her neighbor had been a long-time client of ours and upon getting the email encouraging her to forward to a friend, she forwarded it to Sarah.

That email took Sarah to a special, private web page that told the story, our story, a short version of this strategic vision, of how we do what we do. As Sarah read the page and saw the heartwarming images, she thought to herself, "This is exactly what I need for Rocky and Coco – loving daycare, training, & fun boarding...cared for by a well-trained staff of experts...now how do I get started?"

The web page, anticipating her desire, ended with a specific call to action and a complimentary article of interest to Sarah regarding safe dog play.

She was so excited about the expertise and professionalism that she used the page to register for a free meet and greet. And shortly thereafter she got a call from us to confirm and to gather a few more details - making sure she knew what the visit would be like and how to find us easily.

### **Lifelong Relationships**

As you can see, we want to start the relationship on the right footing, so that long term trust can be established. Our best clients become a part of our family, and we become a part of theirs. We're not just another stop on the to-do list. We care and we know them and their dogs, and they value us for that. We want them to continue being clients through generations of family dogs – clients for life is our goal. On the day of her appointment, she pulled up in the parking lot, and we were ready.

### **The Meet and Greet**

Sarah anxiously pulled up to a brightly colored facility with a beautifully landscaped exterior. "How Fun" she thought, as she easily found a clearly marked parking spot. Her leftover anxiety was soon put at ease by the view of dogs playing happily in the front window with no signs of stress.

Since Coco was a rambunctious pup and Rocky needed a little extra attention, they were a handful getting out of the SUV. Our front desk associate noticed this and graciously walked outside to meet Sarah and the pups. Much to Sarah's relief, we helped guide both dogs inside where they were greeted by our staff. Sarah got to walk in peaceably and felt a weight lift off her shoulders. "Wow" she thought, "this is great!"

Sarah was greeted like family in the lobby. We knew exactly what she was there for. She was welcomed with a smile and offered a refreshing beverage while she waited for the meet and greet to begin. She even thought to herself about how great the place smelled due to our air freshener that creates a uniquely clean, fresh smell that doesn't smell "like dogs." In fact, she said, "Oh wow! It doesn't smell like dog in here!"

The receptionist spent a few minutes getting to know Sarah and hearing about her dogs. She then called for a kennel attendant to begin the meet and greet. A friendly kennel attendant came out to greet Sarah with a smile. The receptionist reiterated what the dogs would be doing that day and the attendant took the dogs for their meet and greet.

The conversation continued. Paperwork was reviewed and Sarah began to hear the history of our facility and why we do what we do.

Our boarding enclosures look and smell clean, and our building is in excellent shape. Every room with a group of dogs has a smiling attendant engaging the dogs. Our attendants look confident and in control and the dogs are happy and calm. Sarah is extremely impressed with how well behaved all the dogs are.

Sarah can tell by the condition of the rooms, walls, floors, and the play areas that cleanliness is a top priority of ours. It's clear we pay attention to detail!

After visiting each area of the facility, Sarah was very impressed with the entire facility, and the professionalism we showed. Her smile told us that she was thinking in the back of her mind, "This is THE place!"

The day before Rocky and Coco's first day of daycare, she automatically received an email that gave her a breakdown of what to expect on that first day, service explanations, costs, and policies. These are written in plain language so that everyone can easily understand them. Sarah really liked this upfront, clear information about costs and services.

And the bond of trust took another step forward.

### **First Day of Daycare**

Sarah was met much like the day of her Meet and Greet. She and the canine concierge went over again what the day would entail and confirmed any grooming wishes or special requests Sarah had. She left for work excited about what the day would bring. Back at the office, she was so curious, and called to check in just to make sure they were okay. Our canine concierge checked on the pups and came back to the phone with a quick report that all was well and that we looked forward to seeing her this

afternoon. In fact, just about 3hrs later, she got an email with a photo of her dogs happily playing! "Unbelievable!" she thought to herself.

When Sarah came back to pick up the dogs that afternoon, she was greeted by our canine concierge and asked about her day. She already felt like she was getting to know us, and so far, she really liked everyone she had come into contact with.

At this point we presented Sarah with her personalized welcome binder (which includes the pricing, policies, services, and other useful information). These binders look great with our logo and colors and have easy to use tabs so that the client can easily find what they need. This binder also has a list of questions that got Sarah thinking about diet and behavior.

Our staff gave her a total rundown of Rocky and Coco's day. Sarah and the associate opened to the first page of the welcome binder where a list of recommendations were provided based on the information gathered from Sarah's online responses, as well as a report card for Sarah to take home. We noticed during the day that Coco was jumping on the staff quite a bit, and suggested that if Sarah would like, we could work on that while she was on her vacation. "Wow," thought Sarah. "I wish I could come back to an Coco who doesn't jump on strangers!" Of course that would be okay with her!

She was offered specific, custom fitting package full of the services most needed by her dogs. She enthusiastically said, "Yes" and the arrangements were made for Rocky and Coco to spend their vacation with us!

Two days later, Sarah received a thank you note in the mail, thanking her for being a new client and for the opportunity to get to know Rocky and Coco. They even mentioned how sweet both dogs were and noticed how Coco likes her belly rubs. She couldn't believe how thoughtful we were, and how genuinely we seemed to care for her pups.

### **Sarah's Time to Travel**

Well, the big day finally came and Sarah dropped off her dogs, said a heartfelt goodbye and was reassured by our staff that the dogs would be fine, happy, and well taken care of. With a few tears and some smiles, Sarah drove off towards the airport.

On her way, Sarah got really excited about her adventure ahead. She was also thinking how amazing Rocky and Coco's vacation was going to be too! She took a deep breath and let out a sigh of relief. Now off to the vacation in peace! When she arrived, she had already received an email from us with happy pictures of her pups!

### **Our Services**

Regardless of boarding or daycare clients get the same quality care and services too!

All owners can give a simple phone call to get a quick but thorough report as to how their pup is doing. They can also check our social media pages for pictures and videos of their babies playing throughout the day. Depending on the time of year, we have special seasonal treats, treatments, and services that make it a wonderful experience for everyone. But what's so unique is that we don't make our clients choose from a huge list of options...we take the dog's age, breed, gender, activity level and build a custom plan to suit.

One of our services that many don't expect but truly value is the great education we give our clients. We help them understand healthy food choices, good nutrition, and the best toys and treats. We help them become better owners and feel great about how well they can take care of their dogs.

In fact, after Sarah returned from her vacation to pick up her happy, healthy, tired dogs, she was hooked. Rocky couldn't stop wagging his tail and was insistent on saying goodbye to every staffer on his way out. Sarah is now part of our family, and we are part of hers. As a regular day care client, she now takes advantage of many of our services each week.

### **The Benefits Just Keep On Coming**

In line with our desire to provide the "above and beyond" experience for Sarah, a few days after her first training appointment, we followed up with a call. In this call, we want to hear first-hand how her experience is going and if there's anything we can do better.

This call data is recorded in our client system so that we can follow up as needed. We also let her know to look for our member's email and what it will contain (offers, discounts, and education). And she gladly posts a glowing review of our services online.

A few months into this new relationship, she is informed about our personalized "Top Dawg" Monthly Membership program and incentivized to try it. With our first-time member discount, she decides to try it out. Of course, she loves it!

We want to make sure every need is handled and anticipated with excellence and professionalism in a systematic way that builds a long-term relationship.

### **Our Team**

To serve our best clients in this way, our team must be the best. Our staff is upbeat, confident, and happy. They come to work professionally and appropriately dressed and knows what's expected of them. We are all doing continuing education to keep our skill set fresh and up to date.

We all use the proper terminology for our services and are well versed in communicating them with prospects and clients alike. In fact, every job function is documented and fully systemized. There's a special "way" we do everything. And we reward our employees for the great work they do. We all take ownership of our responsibilities and feel great about knowing that our efforts are rewarded.

### **Why We Do It**

We enjoy seeing pet owners feel good about taking care of their 4-legged family members. The services we provide for them goes far beyond just taking care of their animals. It involves developing a meaningful purpose filled relationship with each and every one of them, a relationship that will grow and prosper through many generations of pet ownership. It's so great to be able to educate pet owners and share the knowledge we have, in order for them to make better decisions for their pet(s) on a daily basis. We truly want their pet(s) to live happier physical, mental and longer lives.

Nothing makes us happier than to hear a pet owner say; "When my dog knows he's going to day care he/she gets so excited!!" That to us is true success!!

### **We Are Their Companions**

We believe our clients' dogs are family members. Not in a ridiculous way, but in a humane way - we should view them as deserving of respect and loving care.

Our goal is to improve the lives of dogs and their owners in all situations. Dogs are full of undeniable, unconditional love. And it's our duty to give some of that back.

When you see in a client's eyes the look they get when they really understand that we care about their dogs just the way they do - when they really know that it's true - well that's a feeling that's hard to describe. It's overwhelming, it's heartwarming. It's the combination of immense trust and honorable service that makes us so proud of what we do. And it drives us to constantly be looking for ways to improve.

And that's why we do it. This is our story and this is our Strategic Vision!