

# Team handout

## Sample scripts and role-play

Break into pairs and take turns playing each role in this sample script. Practice paraphrasing in your own words. Then use the instructions below to build your own sample scripts to overcome the most common objections you hear from clients:

### Sample script: Parasite conversations

Here's how to approach pet owners about parasite prevention when they first enter your veterinary practice:

**You:** Good morning, Mrs. Smith. I see you've brought Buster in for his annual wellness exam with Dr. Cares. Before our technician Elizabeth takes you to an exam room, I have a few questions to update Buster's medical record. First, how often does Buster receive heartworm prevention?

#### Option 1:

**Client:** I give it monthly.

**You:** That's great, Mrs. Smith. Buster's so lucky to have a pet parent who takes such good care of him. Do you need any product refills today?

**Note:** If the client bought a package of preventives six months ago and says she doesn't need refills at her visit, this may indicate the pet isn't receiving regular prevention. If a dose has been missed, remind clients that prevention could make the pet sick and a test is necessary.

#### Option 2:

**Client:** I think I might have missed a few doses.

**You:** I understand. Today is a great opportunity to get Buster back on a prevention program. And we'll start with blood work today to test for heartworm infection. Then the doctor will evaluate Buster and help you choose the best products to keep Buster healthy and parasite-free.



Next, create your own script. To start, take five minutes as a group to discuss the scripts you need most in practice. Ask yourself: What are the questions we hear most in practice? What client questions stump us? Are there any products or services we want to promote, such as year-round parasite preventives?

Once you've chosen the scripts you want to create, break into pairs again and use these steps to create your script:

1. Brainstorm phrases that explain the benefits of the recommendation you're making—for example, the products you recommend keep Buster parasite-free, or prevention will save pet owners money in the long run.
2. When appropriate, talk about the effectiveness. For example, correct application of the product we're recommending prevents 99 percent of the parasite infestations we see.
3. Limit your script to two to three sentences, so it's easy to remember.

### Write your sample script:

**Client:** (Write the client's question or comment that opens the script opportunity here. For example, "I found a flea on Fluffy yesterday." The trigger might also be a note in the record—for example, perhaps it's been a year since Mr. Smith purchased flea and tick or heartworm preventives, or maybe your team has set a goal to talk to every client about parasite prevention when they check in or during the pet's history.) \_\_\_\_\_

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**You:**

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Share your scripts with the whole team. Together, you can choose a few scripts to put to use immediately in practice.

Editor's note: Did you write a great script you'd love to share? Send it to us at [firstline@advanstar.com](mailto:firstline@advanstar.com). We'll pay \$30 for each script we publish.