

# Talking about Money with Clients: Sample Conversations

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*These are examples of how you and your team can start conversations about pet insurance at your practice. They can be repurposed for other topics covered in the webinar, such as third party financing.*

## **Work Pet Health Insurance into discussions about breed related health issues:**

"Did you know that Spaniels, like (pet's name), and other long eared dogs are particularly prone to ear problems? A lot of people don't know that pet insurance will often cover conditions such as ear infections and other illnesses. You might want to check into a plan for (pet's name) with (company name) before something like that comes up. They're a company we trust and recommend to our clients. Here is a brochure. I've circled their contact information if you'd like to get a free quote or talk to someone about pet insurance plans for (pet's name)."

## **Discuss Pet Health Insurance during a wellness visit for a new puppy or kitten:**

"Let me know if you have any questions about (puppy/kitten)-proofing your home. It can definitely be hard to keep these energetic and curious little ones out of trouble! We always recommend pet insurance to clients with new puppies or kittens. You just never know when an accident might happen, and I wouldn't be doing my job if I didn't let you know what you could expect! You can take home one of our brochures to learn more about plans for (pet's name). I've circled their contact information if you'd like to learn more"

## **Bring up wellness coverage on a follow-up visit with a recovering pet:**

"Now that (pet's name) is recovering and doing so well, do you want to schedule (his/her) next check up? By the way, did you know that some pet insurance providers have optional coverage for preventative exams? Here is a brochure for a pet insurance company that provides optional wellness coverage for many of the exams and preventative care treatments (pet's name) will need to protect (his/her) health. Here is a copy of their brochure. I've circled their contact information if you'd like to learn more (circle the website). You might want look into signing up before your next visit."

## **Mention Pet Health Insurance when a new client checks in:**

"Let me know what pet insurance you have so I can include this information in your records. We can also print an extra copy of your invoice to submit for reimbursement. *If they say they don't have pet insurance:* "I talk with a lot of pet owners who don't know about pet insurance. It can help you cover treatment costs if your pet gets hurt or sick. Some plans even cover wellness care. Here's a brochure on a company we've worked with and like. I've circled their website if you need more information. And of course, there are other companies you can research online as well."

## **Pets recovering from an accident or illness may still be candidates for Pet Health Insurance:**

"It is good to see (pet name) is recovering so well! You must be doing a good job with (him/her). Have you considered looking into pet health insurance? While insurance can't cover this condition because it is pre-existing, pet insurance is a good idea for any additional injuries or illnesses that might occur. Here's a brochure on a company we trust. I've circled their website and phone number to make it easy to get more information, if you need it."



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