



10 Ways to Make Customers Fall in Love with Your Kennel

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Nurturing Relationships with Customers

In the old days, a bitter customer could only reach a few hundred people in their lifetime with their gripes. With today's technology, they can announce their grievances to thousands, on several continents, in just a few seconds. It's essential that we create an excellent experience for our customers. How? Walt Disney said it best, "Do what you do so well that they will want to see it again and bring their friends." We've gleaned **10 top tips** for following through on your puppy sales in a way that will keep your customers and their friends coming back to your kennel for decades...



1. **Stay in touch** with follow up emails, calls, instant messages.

Find out what they named the puppy and why, how it is eating, how it is getting along with the family and their pets. Ask for birthday photos. Send them shot reminders. Do they need advice on grooming, housebreaking or behaviors? Share links to useful articles online. Without being overbearing, show how much you care about their experience with this animal.

2. **Listen more than you talk.**

Try this: for every statement they make, ask two questions.

3. **The customer is always right.**

Don't try to win every discussion; their happiness is your victory. When problems arise, don't blame everyone under the sun, just take responsibility and find a solution.

4. **Keep good records.**

Customers don't like it when you forget what they said in their last email or their last phone message. Make sure everyone in the business has access to good notes on every interaction with every customer... did they want a male or female puppy? Were they from Montana or



Missouri? Did they say the right hind or the left front foot was swollen? Details matter to your customer and they should matter to you.

5. Use common courtesy.

Saying ‘thank you’ and ‘please’ still goes a long way toward making friends. And don’t forget to send a thank-you note after the sale and whenever the customer sends you photos of their growing pet.

6. Speak normal English.

We have a lot of industry jargon we use every day in the running of our kennels, but using it with our customers only makes them feel like we’re testing their intelligence.

7. Be their ‘lifeline’ expert.

Respond quickly to any inquiries about health, behavior or training. Provide a Frequently Asked Questions page on your website for their use, or a page of links to articles on common pet owner concerns. Let them know that you want to be there for them for the life of their pet (and their next one too!)

8. Use technology they use.

Twitter or instant messaging via your phone is a great way to give quick responses to your customer’s questions no matter where you are. If you don’t have internet on your phone, be sure to check your email frequently. Some set up a special email address just for customer service so that none of these important messages get “lost” in an over-stuffed inbox.

A Facebook page for your kennel will appeal to the 1.1 *billion* Facebook users, and gives you an opportunity to share fresh, current info with your community of fans... new info on vaccines, new medications or natural remedies, new litters whelped at your kennel, special offers or discounts, etc. Facebook is also a great way for your puppy owners to share their own pictures and stories about the pets you bred. ([See example of UABR Breeder BAAK KENNEL’s Facebook page here.](#))

9. Focus on Return of Customer, not Return on Investment.

In every aspect of your operation, keep the future in view... 2nd and 3rd sales to each customer, their family members, friends and work associates. Customer loyalty comes from each customer having a great experience interacting with you.

10. Follow the Golden Rule of Marketing.

Treat every customer with the utmost respect.

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