

## 5 Days to a Successful Dog Training Program... Generate More Revenue by Adding Training

### Objectives

- Develop a program you can run or that you can hand off to a trainer you hire
- Choose the best services that can help your clients be better pet parents
- Learn how to find a trainer from your current staff or client base
- Pick training services you can add immediately regardless of your center's size
- Begin generating more revenue in your business quickly by adding training services
- Be prepared to set your business apart by being able to help your clients with basic family pet training

### DAY 1: What Kind of Revenue Streams are Possible?

This is a basic overview of the option available to any pet care business

- Basic Manners – for dogs of all ages
  - Private lessons with the owner
  - Day boarding
  - Board and train
  - Group classes
    - Standard format – 4-8 week course offered once each week
    - Levels format – rotating schedule based on skill level. Owner stays in a level until they accomplish the skills in that level, then they move up to the next level. Allows more flexibility for the owner than standard format of classes
- Puppy Classes – for puppies up to 16 weeks of age
  - Housetraining programs
  - Puppy HeadStart Program
  - Puppy Socialization Classes
  - AKC Star Puppy
- Bringing A New Dog Home – for the new dog in the family (great for those who just adopted!)
- Educational Classes for Pet Parents
  - Understanding Canine Body Language
  - Dogs and Storks
  - Dogs and Toddlers
- Just for Fun Activities

### RESOURCES FOR DAY 1

- Module 1 course handout
- List of resources for tricks and fun (books, websites, recommended products)
- Minimum list of equipment to start
- Ideas on equipment to sell
- List of resources for family dog training online

### ACTION PLAN FOR DAY 1

- Decide which programs make the most sense for your facility

- Determine where you can do the training and days of the week when training would be best while considering your regular schedule at the center
- Schedule at least one class or program that you will promote

## **DAY 2: Different Options for Basic Manners Class Formats**

Detailed information on class formats and structures

- Basic manners programs (sit, down, wait, come, walk nicely on loose leash)
  - Done as private lessons with owners
  - Done as lunch and learn program while dog is at daycare or boarding
  - Board and train programs (extended days)
  - Group classes
    - Standard classes
    - Levels classes
    - Difference between levels training and 4-6 week group classes
    - Pros and cons of the different types of classes

### **RESOURCES FOR DAY 2**

- Module 2 course handout
- Sample waivers for programs
- Sample certificates for course graduates

### **ACTION PLAN FOR DAY 2**

- Considering the pros/cons, which format would work best for your facility
- Prioritize the basic manners program if you have more than one format you will use
- Review the sample syllabus and customize it to your center so you have a program ready to go when you hire a trainer (this could change but this gives you a starting point)

## **DAY 3: What About the Puppies**

Special Needs for Puppies

- Why puppies need special care and attention
- Puppy socialization classes
- Field trips
- Scavenger hunts
- Housetraining programs
- Puppy preschool programs (C.L.A.S.S./AKC)
- Confidence building games (all these can be for adult dogs too!)

### **RESOURCES FOR DAY 3**

- Module 3 course handout
- Sample scavenger hunt for puppy classes
- Vaccination recommendations for puppy classes
- Sample certificates for course graduates

### **ACTION PLAN FOR DAY 3**

- Prioritize the puppy classes you can begin to offer at your center
- Select at least one course you can offer and put it on the calendar
- Review the sample syllabus and customize it to your center so you have a program ready to go when you hire a trainer (this could change but this gives you a starting point)

### **DAY 4: What to Look for in Hiring a Trainer**

What is a Dog Trainer and how do you find them?

- What is the difference?
  - Dog trainer
  - Instructor
- Vet behaviorist
- Certified trainer
- Philosophies
- Body of Knowledge
- What you need for your business
- Ways to find people
- Core competencies of any trainer – you need to have a way to hold them accountable
- Compensation options

### **RESOURCES FOR DAY 4**

- Module 4 course handout
- Sample job descriptions for trainers
- Sample Body of Knowledge for a trainer
- References on good resources for equipping trainers
- Sample non-compete
- Sample idea on core competencies for trainer
- Sample ideas on career progress for a trainer

### **ACTION PLAN FOR DAY 4**

- Brainstorm a list of staff, clients, or other pet professionals who show potential for being a trainer at your facility
- Match each person to the list of core competencies
- Make a list of three places you can call to look for trainers
- Schedule a time to contact those 3 places for references
- Consider the most cost effective compensation method (we'll worry about the money later...just consider the option that makes most sense to you)
- Schedule a time in 2 weeks when you can begin interviews

## **DAY5: Putting this Together to Promote your Business and Generate More Revenue**

Where to go next?

- What can you do now?
- What has to wait?
- Why having training services will set you apart and provide a higher value to your client
- Selling training services to your clients

### **RESOURCES FOR DAY 5**

- Marketing ideas for programs
- Sample press release
- Sample ideas for Facebook
- Sales triggers for selling training programs

### **ACTION PLAN FOR DAY 5**

- Schedule interview with the trainers identified in Day 4
- Work on a communications strategy to advertise and promote training
- Plan to start within the next 4 weeks!

## **Bonus Material**

- Customizable Course Curriculum for the following programs
  - 1 Hour Orientation to training class
  - Basic training levels class
  - 6-week basic beginner class
  - 3-week puppy socialization class
- Customizable Troubleshooting sheets on common behaviors
- How dog park presentations can help your business
- Supervising Kids and Dogs Handout