

Growth Through Grooming A Store Leader's Guide

How Grooming Can Contribute to Your Store Success

GROOMING PROVIDES A UNIQUE GROWTH OPPORTUNITY AMONG THE LANDSCAPE OF COMPETITIVE FORCES

Successful and Consistent Grooming creates loyal and frequent customers!

Attachment Rates = Overall Store Success!

- Clients who come for one service or product, purchase another service or product.
- It is proven that Clients who come for grooming are more inclined to purchase their supplies from your store! (supplies purchase = attachment)
- Customers respond to product referrals from their Groomer.
- The Groomer is an important partner in the care and well-being of the pet.

Planning for Success

- Hire for Attitude and Train for the Job!
 - Recruiting Future Groomers Guide can help!
 - Be patient. Training new Groomers takes time, but it is worth it!
 - Trust the program.
 - Partner with the Student, their Coach, and the Mentor!
 - "Potential In, Quality Out" - Look for potential based on life skills.
- Volume and Variety of Dogs
 - Know what's coming up in the Paragon program levels so you can plan ahead.
 - The Student needs your help to make sure they have dogs!
 - Work collaboratively with your Students and Coaches to keep up.
- Avoid Sabotage
 - Even with the best of intention, grooming instruction from fellow Groomers can distract the Student.
 - Sometimes the instruction from others is correct and sometimes it is not.
 - Ask existing Groomers for their tips and tricks AFTER the Student has completed their training.



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