



Energize your whole team with a single class.

The most powerful change opportunity happens when everyone in the practice is inspired by the same message. This one-day course is taught on two consecutive days so you can send half your team one day and half the other.

- Learn the importance of communication and service as differentiators
- Develop communication skills that advance team and client relationships
- Develop a plan to serve clients at each phase of the cycle of service
- Learn to strengthen the client-hospital bond with every client interaction
- Learn how to impact a client's perception of value
- Become more comfortable handling client objections or complaints
- Put the PVU exclusive tools provided to work in your practice

REGISTER AT [PATTERSONVET.COM/EVENT](https://pattersonvet.com/event)

COMMUNICATION AND SERVICE

DATES

Tuesday, July 17, 2018
or
Wednesday, July 18, 2018

LOCATION

Patterson Veterinary
13631 Progress Blvd., Suite 100
Alachua, FL 32615

TIME

Breakfast: 7:30 a.m.
Class: 8:00 a.m. – 5:00 p.m.

*Breakfast, lunch and
snacks will be provided.*

CREDITS

8 CE

PAYMENT

\$185 per attendee

\$160 per attendee, for two or more
participants from the same hospital.
Includes all course materials.



MORE INFORMATION

Contact Randy McCracken at randy.mccracken@pattersonvet.com

Nearby lodging options are available; however, overnight accommodations are not included in course fee.

SPEAKER

Debbie Boone, CVPM, Fear Free™ Certified

Growing up in the hospitality industry and with 30-plus years in veterinary business management, Debbie can easily relate to any client or team situation her students encounter. Her entertaining, laid-back style of teaching helps make learning fun and makes it “stick.” Her articles on communication and team training are frequently seen in veterinary magazines and she can be found speaking at national and local conferences.

RACE provider #203, programs are pending approval.



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