

Program **Kick-Off**

Congratulations! You are participating in a program that will not only better serve the feline patients in your practice but also grow your business.

Here's a quick overview on how to put everything you've learned in this guide together.

STEP **1**

Get started

- Congratulate yourself on being a progressive and competitive practice
- Receive your Have We Seen Your Cat Lately? (HWSYCL) kit. See: "[Introduction](#)"
- Establish Feline Preventative Care Guidelines (FPCG). See: "[Preventative Care Guidelines](#)"
- Assess your current client base and set goals for improvement. See: "[Reminder System/iRecall](#)"

STEP **2**

Get the team and existing clients on board

- Schedule a staff meeting and announce your "cat champion" to your staff. See: "[Introduction](#)"
- Assess how your practice can become more cat-friendly to enhance the client experience. See: "[Becoming Cat Friendly](#)"
- Key staff members should observe the practice's operation and listen intently to client-staff interactions. Reinforce effective behaviours and coach to enhance performance. See: "[Getting Everyone On Board](#)"
- Collaborate with team members. Determine what is and is not working. Make adjustments and continue efforts. See: "[Getting Everyone On Board](#)"
- Update your practice's reminder system with your FPCG. See: "[Reminder System/iRecall](#)"
- Reach out to lapsed clients. See: "[Reminder System/iRecall](#)" and "[Getting The Message Out There](#)"

STEP **3**

Reach out to new clients and track performance

- Market your feline services. See: "[Getting The Message Out There](#)"
- If your practice doesn't already have it, set up at least one social media account. See: "[Getting The Message Out There](#)"
- Implement your HWSYCL kit items (set out brochures, provide a cat carrier to help overcome customer objections). See: "[Introduction](#)"