



# PAW PRINTS

## The All American Pet Resort Review



941-661-1175

www.allamericanpetresorts.com

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## Twenty-Eleven: the Year of The Very Satisfied Customer Experience

The fun thing about building the All American Pet Resorts brand is putting our passion for customer service into practice. We know that we have three customers to satisfy: the pets, the pet owners and the staff. Pets are cared for as if they are our own. We satisfy the needs of pet owners with clear communication, fair business practices and pricing, convenience and love for pets.

The staff is the part of the All American Pet Resort family that is key to the overall customer relationship. Well trained, they deliver every aspect of the brand promise every time. Everyone who touches a pet while in our care understands his or her role in ensuring a very satisfied customer experience. Over the years we have learned that, by giving others what they want, we get what we want – a Brand built on relationships and synonymous with exemplary customer service.

In our next newsletter, we will share exactly how our franchise system measures our customer experiences.



The Pet Resort @ the Triangle begins their 4th year in business this month.

Congrats to Bill & Anne Robbins.

## One Free Bite is all You Get

Got a dog? Make sure it is sociable & trained or you could be paying higher insurance premiums. Dog bites accounted for more than a 3rd of all homeowners or renter policy liability claims last year with an average claim of \$24,840.00. Most companies will cover ONE dog bite, after that they may charge a higher premium or worse, exclude your dog from coverage.

—AARP,  
Joel Hellman



## PASSION

“The common denominator among great athletes is passion. Luck and talent are often used to describe winners. Luck can be manufactured through determination and there is nothing natural about talent.






If you do everything by the book, you'll be beat by those who write their own book. The talent and luck it takes to win starts with PASSION!”

—Travis Pastrana, winner of 11 Gold Medals




## Speaking of Socialization . . .

Is your dog right for daycare? In order to answer this question, it is first important to understand that doggie daycare is not a panacea for modifying all bad doggie behaviors. It is however, a useful service for dogs suffering from lack of exercise, lack of stimulation and social time.

Okay, so who shouldn't go to daycare? If your dog doesn't enjoy interacting with other dogs or acts fearful of other dogs – he is not a candidate for daycare. Just because dogs are social animals they may not necessarily enjoy being social able, just like some people. If you think that your dog will enjoy daycare here is what you can do before making your choice.

-  **Research.** Be willing to travel a reasonable distance to check out your options. The best one may not be the closest.
-  **Observe.** Watch the interaction of the staff with the dogs. See how many staff members there are to monitor the dogs. Does the ratio seem adequate? Are there too many dogs and too few staff? Are dogs separated by age, size, temperament and activity level? Is bullying allowed? How are dogs disciplined?
-  **Interview.** Ask to speak with the actual staff who will be watching your dog. Try to determine the person's level of experience and attitude toward pets, the facility, the owner and other staff members. Happy staff provides better pet care.
-  **Check References.** Ask for at least three other customers using the daycare service and speak with them.
-  **Trust Your Instincts.** If you are not 100% comfortable with the answers you receive, your observations and staff interviews, look elsewhere!

## Now, which dogs should go to daycare?

-  **Puppies.** But only if they are separated from the rest of the daycare dogs and if the facility has a specific program or method for socializing puppies. Well socialized puppies are easier to train, easier to handle while being groomed and grow into more confident adult canine citizens and family members.
-  **Friendly, Active Adolescents.** If you are greeted after a long exhausting day of work with a wagging tail and body that wants to chase a ball or hike in the woods you may have a good candidate for daycare for your sanity and his.
-  **Friendly, Aging Dogs.** Just because they're old doesn't mean that they don't love being with friends. It has been proven that older dogs that spend time with other older dogs are happier. The only caveat is that the selected facility separate the geriatrics from active adolescents.

The frequency of daycare is most likely a budgetary consideration too. Ask the selected facility for package pricing or frequent visitor discounts.

## TOP 10 MISTAKES TO AVOID WHEN STARTING A NEW PET BUSINESS

1. **FORGETTING YOU ARE IN IT FOR THE MONEY.** People pay for valued services rendered. Just do what you say you will do and charge a price commensurate with what you deliver.
2. **FORGETTING TO BE “SPECIAL.”** Competition is rampant in this industry. You will see competition in any or all of these general areas - price, customer service and uniqueness. What will make you special?
3. **CREDENTIALS OVER RESULTS.** While credentials may buy you some credibility, delivering results is all customers really care about.
4. **NOT KNOWING YOUR CORE COMPETENCY.** Are you best at grooming? Then be a grooming salon. Are you best at providing doggie daycare? Then be a daycare provider, and so on.
5. **COPYING.** Figure out number 4 and be yourself.
6. **NOT LISTENING.** Feedback from real customers is the only way to improve your business. First you must understand so that you can then react.
7. **CUTTING MARKETING.** Remember no marketing = no customers. “Fish where the fish are.” Keep evaluating and revamping your marketing plans so that you only spend money on what’s working.
8. **NOT LOOKING AT EVERY OPTION.** Don’t quit at the 1st, 2nd and probably the 3rd hard dilemma. There are more creative options for businesses today than ever before. Ask your franchisor representative for help.
9. **NOT PLANNING.** Business Plans are required for a reason – they work. Develop your plan, work your plan, measure results and readjust.
10. **OVERESTIMATING REVENUE AND UNDERESTIMATING EXPENSES.** It will take twice as long as you think to develop your resort and cost more than you plan.

Remember, being granted a franchise license from us mitigates many new business mistakes. Receiving a successful business model of core competencies from which to build your own business is key. Having a built in support structure with on-going training and business analysis is right up there in importance too. What are you waiting for? Call us today!

## Food for Thought: Lessons from Music Legends

“We age not by holding on to youth but by letting ourselves grow and embrace whatever youthful parts remain.”  
—Keith Richards

“When you blame yourself, you learn from it. If you blame someone else, you don’t learn nothin.”  
—Joe Strummer

“You can be the most artistically perfect performer in the world, but an audience is like a board, if you’re indifferent – Endsville!”  
—Frank Sinatra

“The world is more malleable than you think and it’s waiting for you to hammer it into shape.”  
—Bono

AND MY PERSONAL FAVORITE:

“What I want to do is what I’m doing, except I want to do it a little better tonight than I did last night.”  
—Bruce Springsteen

October 2010 Men’s Health

## JUST FOR FUN

### HOW MANY DOGS

#### Does it Take to Change a Light Bulb?

**GOLDEN RETRIEVER:** The sun is shining, the day is young, we’ve got our whole life ahead of us and you’re worried about a stupid, burned out light bulb?

**BORDER COLLIE:** Just one. And then I’ll replace any wiring that’s not up to code too.

**DACHSHUND:** You know I can’t reach that light bulb!

**ROTTWEILLER:** Make me.

**BOXER:** Who cares? I can still play with my squeaky toys in the dark.

**LABRADOR RETRIEVER:** Oh, me, me!! Pleeeeze let me. Can I? Can I? Huh? Huh? Huh? Can I? Pleeeeze, please, please, please!

**GERMAN SHEPHERD:** I’ll change it as soon as I’ve led these people from the dark, checked to make sure I haven’t missed any and make just one more perimeter patrol to see that no one has tried to take advantage of the situation.

**JACK RUSSELL:** I’ll just pop it in while I’m bouncing off the walls and furniture.

**OLD ENGLISH:** Light bulb? I don’t see any light bulb.

**COCKER SPANIEL:** Why change it?

**CHIHUAHUA:** Yo quiero Taco Bulb. Or, “we don’t need no stinking light bulb”.

**AUSTRALIAN SHEPHERD:** First, I’ll put all the light bulbs in a circle.

**POODLE:** I’ll just blow in the Border Collie’s ear and he’ll do it. By the time he finishes rewiring the house, my nails will be dry.

### NOW, HOW MANY CATS

#### Does it Take to Change a Light Bulb?

Cats do not change light bulbs. People change light bulbs. So the real question is . . . How long will it be before I can expect some light, some dinner and a massage?

All of which proves once again, that while dogs have masters, cats have staff.

