



**Elli Kalemzaki, DVM**

ICF Certified Coach, NLP Practitioner  
e.kalemzaki@gmail.com

## DO YOU SPEAK TO YOUR CLIENTS IN THE RIGHT LANGUAGE?

How would you convince a client about the need for dental scaling for his cat? Will you talk to him about the benefits of dental scaling or will you emphasize the health risks of leaving the cat untreated?

What would work best? You know that your success as a veterinary business owner depends on your ability to convince your clients.

The secret to convincing even the most difficult clients is to make sure that your mes-

sage appeals to them both on an intellectual and on an emotional level. This will make them far more receptive.

Do you remember the time when you wanted to buy a car? What did the car sales man say to you that triggered your decision to buy this specific car?

Did he convince you by telling you that this car is fast, prestigious or sexy, or did he emphasize that the car doesn't use much gas, doesn't cost much to maintain and is partic-



ularly safe in case of an accident? Some of you were convinced because of the features that you found attractive in this particular car. Some of you chose to buy this car to avoid the risk of high maintenance costs or injury in an accident.

Some people feel most comfortable moving toward something that excites them.

They tend to be risk takers. We say that they use a toward meta programme. Others tend to be cautious and protective. They see the world as a more dangerous place. They prefer to take actions away from risks rather than toward exciting things. We say that they use an away from meta programme.

Meta programmes are mental patterns that we use in order to filter and interpret the information that we receive. Only through understanding these mental patterns can you expect to get your message across, whether you are trying to convince someone to buy a car or dental scaling for their cat.

Why is this example relevant to you and your client?

Because if you are selling a service or a product, you can promote it in two ways, by what it does or by what it doesn't do.

I know what you may be thinking now: "how

do I know if my client has a toward or away meta programme?"

To find out ask your client what he wants for his pet's health. Does he tell you what he wants or does he tell you what he doesn't want?

If he tells you that he wants his pet to be healthy, active and live a long and happy life he is probably using a toward meta programme, so speak to him more about the positive outcome and the benefits of the treatment.

If he talks to you about his concerns that his pet will grow old, become less agile or suffer from this or that health issue he is probably using an away meta programme so talk to him more about the risks and dangers of not doing dental scaling.

Remember your success depends greatly on your ability to convince your clients. Next time a pet owner walks in your practice ask the right questions and listen more closely to the language he is using and the clues that he is giving you.

You will then know what to say that will appeal to him both intellectually and emotionally. And he will be much more receptive to your message!

