

TABLE of CONTENTS

(Managers)

Section I	-	Amy Newfield
		Turning Negativity into Positivity
		Embracing Conflict - It Can be Healthy
		Communications 101
		Difficult Clients - Turning Snappy to Happy

Section II	-	Dr. Peter Weinstein
		Patient Lifetime Value - Keeping Clients for Life
		Outstanding Client Experience Veterinary Medicine
		Leadership and Team Building for Practice Success
		Keeping Clients Coming Back - Retention Marketing
		One Eye on the Wheel One Eye on the Dashboard
		Staff Meetings Suck and What to Do About It
		How to be High Tech & High Touch

(Support Staff)

Section III	-	Amy Newfield
		Common Illnesses and Injuries - Dogs and Cats
		Triage for Front Office - Handling Surprise Visits
		Time Management - Making Time Work for You

Section IV	-	Dr. Peter Weinstein
		Have you Called Your Practice Recently
		Exceeding Client Expectations is a Team Sport

Section V	-	Dr. Susan Little
		How to Communicate with Cat Owners
		The ABCs of Feline Vaccinations