



Snyder Scoop

SEPTEMBER/OCTOBER 2010

How Effective is Your *Internal* Marketing?

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(This is the second in a series of articles for our newsletter about attracting new clients with inexpensive, but effective internal marketing.)

Last month the point was made that the attitude of the owner and staff towards clients and patients is a major factor in internal marketing: The world is not perfect and neither is the office, but paying attention to being a team while you are helping clients and patients is a key part of improving referrals. Having effective weekly staff meetings, morning huddles, and being willing to help the staff as needed are all actions that can be taken to keep everyone on track with a helpful attitude.

Additionally, there should be a referral card that everyone can hand out. This is simply a card that has a theme like “Share us with a Friend” or “Care Enough to Share,” or “Snyder Friend Referral Card.” It should look nice and fit in a person’s pocket. It should be durable, and eye catching.

Next you have to get everyone in the business handing out these cards every day! Refusal to hand them out is not an option. If we are committed to improved animal care in our community, it is not too much to ask the staff (and yourself) to set a good example of commitment to this purpose. According to client surveys, referrals and recommendations from friends and family continues to be a major reason why a person decides to come to a business or practice.

There are only two major reasons why staff will not want to hand out referral cards. First, there are “disagreements with the owner”: these are addressed by finding what the disagreements are, and handling them with good communication (common disagreements are about pay, overtime, conflicts between staff that the owner ignores, no leadership direction from the owner, or the staff member is cheating on their time card, stealing supplies or money from the office, or some other dishonesty).

You need to find out which and address it fully. If you find it is something dishonest, unless you are really, really good at getting staff to talk to you, the staff member will not tell you. This is the unfortunate circumstance where you find a new staff member when it does not sort out easily. You never handle individual disagreements in a group format like a staff meeting. These are always addressed individually. In fact when they come up at a staff meeting the owner or office manager should state that the purpose of the meeting is to coordinate and learn, individual issues will be discussed at a later time. Address these one on one (or with an office manager, owner and the staff member).

Snyder welcomes 40 new clients since our last newsletter.

Our goal is to provide superior products with friendly and prompt assistance to all our clients!

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Employee Profile – Allan Kelley



Allan has been employed at Snyder since February of 2006. During this time he has been in charge of producing the Avian Treatment Cages (ATC) and Dryer Cages at our Denver plant. He also assists in the Intensive Care Unit area when needed. In addition, Allan answers dryer tech support questions from our clients.

Allan's interests include hunting, fishing, and gardening. A confirmation of his ability is a patch of giant pumpkins that, at this early date, are already much bigger than a basketball. He enjoys spending time with friends, family, and his pets. Being a native to Colorado, winter is his favorite time of the year.

Among the reasons Allan appreciates working in the animal industry is the opportunity to help animals all across the world. His favorite Snyder product is the dryer because he has seen first hand in the field how much this product is appreciated by our clients.

Effective Internal Marketing (Cont'd from page 1)

The second (and more common) reason for not wanting to hand out cards or role-play is that the staff member has some phobia regarding talking to people or being "on the spot." This is why one practices (i.e. role plays). The way to overcome these phobias (whether manifested as shyness, getting tongue-tied, anxiety, fear, or whatever) is to practice saying the words until one is comfortable saying them.

It is easiest to start with a simple script designed by someone who has talked to clients about referring. Have this practiced until comfortable with the general words and flow.

Once that is mastered, then one continues to practice the content and effectiveness of what exactly is being said to particular potential clients the cards are being handed to. The person has mastered this when they can comfortably role play handing a card to anyone, and is comfortable handling any response that might be encountered.

Role-playing has to be done so that the person doing it gradually masters the skills desired. This means one starts off with an easy example, and eventually gets that done comfortably, then gets into more complex examples, masters those, then works on the most complex and masters those.

This is an on-going proposition, and people can bring real life examples to the role playing over the weeks until all staff can master handling all types of people (even antagonistic ones!) Even staff who become really good at handing out the cards, appreciate learning new ways of handing them out, or being corrected when they run into a situation they did not do well on!

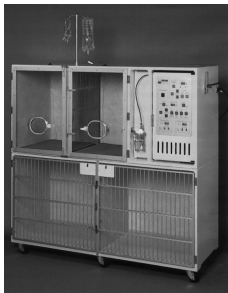
One key thing is to make it fun and make it a challenge to handle the most difficult types you come across. When it is made to be drudgery, then that is what it becomes. One can always make it challenging and fun. A staff member who is always negative about it has disagreements as mentioned above, and those need to be handled first!

In-Stock Specials

CALL US FOR NEW SPECIAL DISCOUNTS ON CURRENT IN-STOCK CAGES 800/422-1932

There are 2 categories of in-stock product, NEW and USED. New in-stock is just that, new product in our shops ready to ship. It has our full warranty and is priced as new. New in-stock often includes dryers and ICU's. Used in-stock product has seen some use, usually as exhibits at our trade shows. This product is priced at a discount.

All in-stock products are available NOW and ready to ship as soon as shipping and payment arrangements can be made.

***Snyder Birthdays***

Rick Hanna	September 2nd
Annette Valenzuela	September 9th
Jeff Zimmerman	September 9th
Kenneth Bauer	September 15th
Keith Valenzuela	September 29th
Chris Moothart	October 9th
Matt Readshaw	October 17th
Paul Floistad	October 23rd

Snyder Anniversaries

Ben Roesler	2 years
Samantha Zeschmann	4 years
Justin Roberts	5 years
Scott Montgomery	6 years
Mike Smith	11 years

Words of Wisdom

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

-Lou Holtz



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www.snydermfg.com

2010 CONVENTION/TRADE SHOW SCHEDULE

Groom Expo 2010

Hershey Lodge & Conv. Ctr.
Hershey, PA
September 10th – 12th

IVECCS 2010

Grand Hyatt
San Antonio, TX
September 12th – 14th
Booth 214

SuperZoo 2010

Mandalay Bay Conv. Ctr.
Las Vegas, NV
September 14th – 16th
Booth 2612/2613

Southwest Vet Symposium

Fort Worth Conv. Ctr.
Fort Worth, TX
September 24th – 26th
Booth 1103

Pet Care Services

Renaissance Schaumburg
Schaumburg, IL
September 27th – 30th
Booth 301/303

Pet Industry Christmas

Donald E. Stevens Conv. Ctr.
Chicago, IL
October 8th – 10th
Booth 3611

Atlantic Coast Vet Conf

Atlantic City Conv. Ctr.
Atlantic City, NJ
October 12th – 14th
Booth 612/614

American College Vet Surg

Washington State Conv. Ctr.
Seattle, WA
October 21st – 23rd
Booth 425/427

CVC-WEST

San Diego Conv. Ctr.
San Diego, CA
November 4th – 8th
Booth 315/317