

DXVET



QUICK GUIDE FOR A
STRESS FREE
CLIENT
COMMUNICATION



INTRODUCTION

Effective communication is the foundation of a successful veterinary practice. As veterinarians, we often face challenging conversations that can be stressful for both us and our clients. This guide offers practical phrases, tips and models to help you deal with these situations with confidence and empathy.



1. KEY PHRASES FOR COMMON SCENARIOS

Giving Bad News

- "I'm sorry to bring you this news. Based on the results, [animal name] has [condition]. Let's discuss next steps together."
- "This is a difficult situation, but we are here to support you through this process."



1. KEY PHRASES FOR COMMON SCENARIOS (CONT)

Dealing with Difficult Clients

- "I understand this is frustrating. Let's work together to find the best solution for [animal's name]."
- "I have heard your concerns and would like to explain what we are doing to help."



1. KEY PHRASES FOR COMMON SCENARIOS (CONT)

Explaining Diagnostic Procedures

- "This exam will help us better understand [specific issue] and determine the best treatment plan for [animal's name]."
- "Let me explain the process so you know exactly what to expect."



2. DICAS DE COMUNICAÇÃO NÃO VERBAL

A forma como comunicamos vai além das palavras que escolhemos. Expressões faciais, postura e tom de voz desempenham um papel crucial na forma como a nossa mensagem é recebida. Ao dominar a comunicação não verbal, pode transmitir empatia, confiança e profissionalismo, criando uma relação mais sólida e positiva com os clientes. Vamos explorar algumas práticas simples mas eficazes para melhorar a sua interação no dia a dia.



2. DICAS DE COMUNICAÇÃO NÃO VERBAL

01

EYE CONTACT

Maintain consistent eye contact, but not too intense, to show that you are engaged.

02

OPEN POSTURE

Avoid crossing your arms; lean forward slightly to show interest.

03

TONE OF VOICE

Use a calm, steady tone, even in tense situations.

04

ACTIVE LISTENING

Nod or respond with statements such as "I understand," or "Understandable."

3. TIME-SAVING TEMPLATES

Email/SMS Reminder:

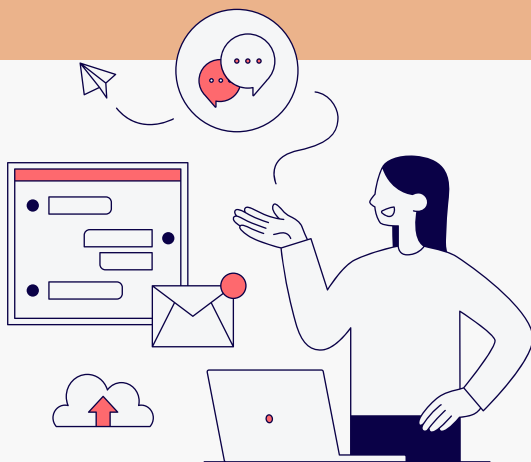
Hello [Client Name], a reminder about [animal name]'s appointment on [date] at [time]. Please contact us if you have any questions. See you soon!"

Post-Procedure Instructions:

"Thank you for entrusting us with the care of [animal's name]. Attached are post-procedure care instructions. Please don't hesitate to contact us if you have any questions."

Follow-up:

"Hi [Customer Name], we hope [pet name] is recovering well! Let us know if you need any help or have any updates."



4. STRATEGIES TO REDUCE STRESS

01

PAUSE BEFORE REACTING

Take deep breaths to calm your nerves before responding to tense customers.

02

DEFINE LIMITS

Politely redirect conversations that go off topic to maintain professionalism.

03

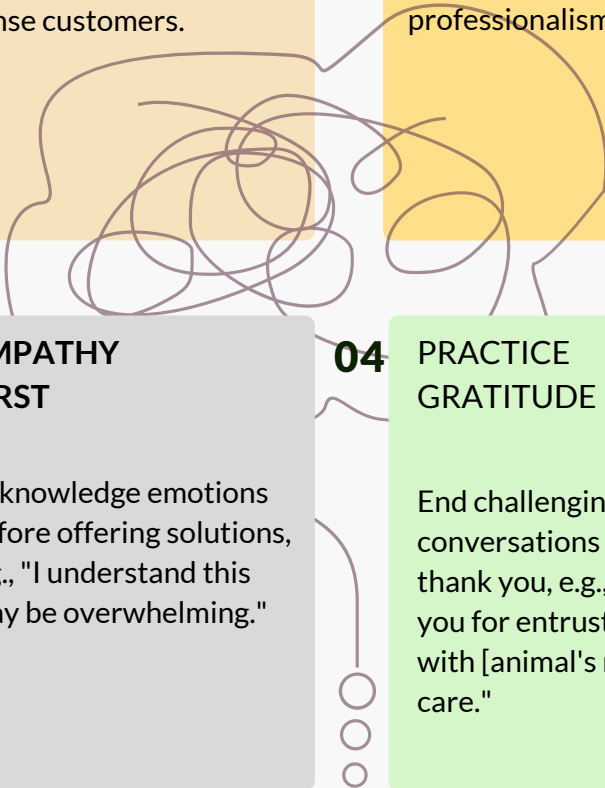
EMPATHY FIRST

Acknowledge emotions before offering solutions, e.g., "I understand this may be overwhelming."

04

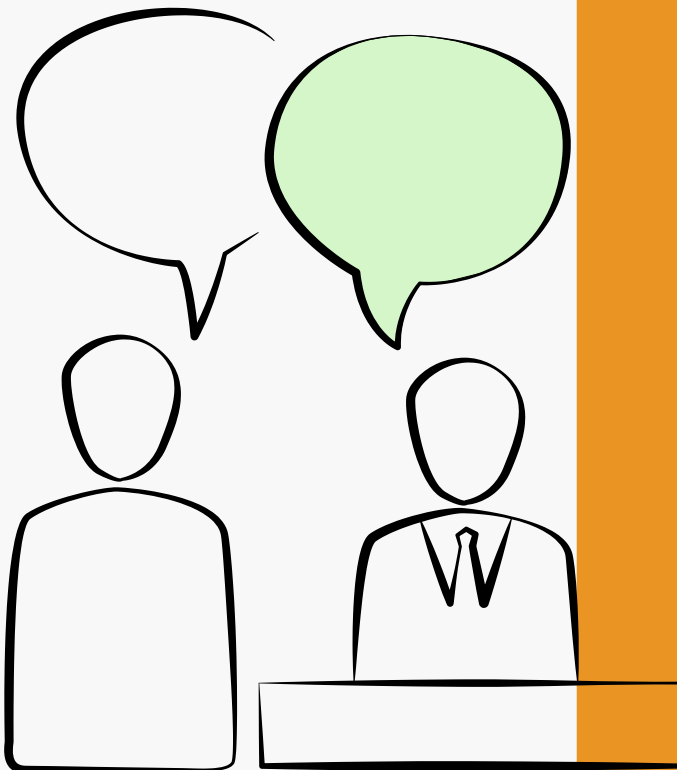
PRACTICE GRATITUDE

End challenging conversations with a thank you, e.g., "Thank you for entrusting us with [animal's name]'s care."



5. BUILD TRUST THROUGH COMMUNICATION

Trust is built with consistency and compassion. Using these tools and tips, you can strengthen relationships with your customers, reduce misunderstandings, and create a more positive experience for everyone involved.





CONCLUSION

With the right communication strategies, you can turn even the most challenging conversations into opportunities to build trust and strengthen customer relationships. Keep this guide on hand as a quick reference to help you communicate confidently and thoughtfully every day.



DxVet is dedicated to supporting veterinarians in their daily lives by offering practical solutions and high-quality digital resources. From remote diagnoses to educational materials, our mission is to facilitate the work of professionals in the field and promote animal welfare. We work to strengthen veterinary practice, combining specialist knowledge and innovation to create a positive impact on the sector.

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