



## DogSmith “Drop In” Classes

### **The Objective**

To encourage people to sign up for a program that has a flexible schedule. They don't need to go to every lesson consecutively. Very few people have life's that have a set time each week available to train their dogs. It ensures clients sign up when they are in the decision phase of the buying decision and clients do not have to be stalled or asked to wait for a class to open up.

“Drop In” classes can be held for each of the DogSmith offerings except for specialty classes and puppy classes. You can even double them up, for example have a Teen Dog Etiquette that is “Drop In” and a Pet Dog Etiquette that is “Drop In” at the same time and same date.

### **How The Program Will Work.**

#### **Website Posting.**

DogSmith will post the DogSmith “Drop In” Class on their open class listings. The listing will remain open so people can continuously register. The listing will note the time and place the drop in class is open, that way The DogSmith can take a week off and the client can check on the open class availability.

#### **Example**

DogSmith “Drop In” DogSmith Solutions

Classes will be held Most Wednesday at 5pm until 6pm at Sara's Grooming Salon. The next 6 classes will be held on 6, 12,17,24,30 March and April 7, 14, 30<sup>th</sup>. Please check this listing each week for updates and changes to future class times.

#### **Payment**

The class price is paid in full at the time of registration or within 24 hours by credit card.

#### **Communication**

When a client registers for a “Drop In” Class they receive an email that communicates to them to check each week on the DogSmith’s website so they can see the locations of the “Drop In” Classes. The email also advises the client that the “Drop In” registration is valid for 20 weeks, 5 months.

Drop In Class Rules – The DogSmith Business Owner.

- If a DogSmith starts a “Drop In” Class they must continually offer that “drop in” option within a three mile radius of the original location the class is held.

### **Class Structure and Organization**

- Only registered clients that have completed the online form and been confirmed in class can attend drop in classes.
- Class will start with a quick introduction of new people and dogs and a review of the class etiquette rules
- The DogSmith will carry a file to each “Drop In” class with the details of each person that has registered for that particular class.

### **Record Keeping**

- Each Client in their first class will receive a class overview document detailing each skill included in that class curriculum. They will bring this form to class each time they attend.
- As each skill is demonstrated by the DogSmith and then demonstrated by the client it will be signed off on by The DogSmith.
- The form will keep track of the client’s attendance in class, the skills they have covered, homework assigned and then behavior competence as it is tested by The DogSmith.