

# Table of Contents

## Introduction

## Part I: Getting Started

### Chapter One

**Are You Ready?**.....3

*What is Your Education?* 3

**Exercise One: Theory and Technique** 3

*What is Your Hands-On Experience?* 7

*Training Basic Behaviors* 7

**Exercise Two: Basic Behaviors** 8

*Behavior Issues* 9

**Exercise Three: Behavior Issues** 10

*Furthering Your Education* 11

### Chapter Two

**Easing the Transition**.....15

*Cheat Sheets* 15

**Exercise: Cheat Sheets** 16

*Butterflies are Just Bugs* 17

## Part II: Da Bizness

### Chapter Three

**The Business of Training**.....21

### Chapter Four

**Setting Fees**.....23

*What the Market will Bear* 23

*What Type of Training?* 23

*You Want Me to go Where?* 24

*What about “Freebie” Items?* 24

**Setting Fees Worksheet** 25

### Chapter Five

**Singles vs. Packages**.....27

*She Sells Singles by the Seashore* 27

*Packages: The Whole Enchilada* 29

*Let’s Agree, Shall We?* 30

## **Part III: Opportunity Knocks, but Business Calls!**

### **Chapter Six**

<b>Top Ten Phone Intake Questions.....</b>	<b>35</b>
--	-----------

### **Chapter Seven**

<b>Scheduling Considerations.....</b>	<b>43</b>
---------------------------------------	-----------

*Must the whole family be present?* 43

*Won't kids be a distraction?* 43

*Is the time of day important?* 44

*What about the weather?* 45

*Scheduling Tips* 45

### **Chapter Eight**

<b>Phone Skills.....</b>	<b>47</b>
--------------------------	-----------

*The Early Bird Gets the Weim* 47

*Be Professional* 48

*The Most Difficult of Notes: B Neutral* 48

*Be Direct on What to Expect* 50

*"Seeing What the Dog Does"* 51

*The Confirmation* 51

### **Chapter Nine**

<b>Phone Scripts.....</b>	<b>53</b>
---------------------------	-----------

*Introduction* 53

*Phone Script: Sociability Before Sales* 54

*Phone Script: Keeping it Short and Sweet* 58

*Phone Script: The Art of the Turndown* 61

### **Chapter Ten**

<b>Things to Bring.....</b>	<b>67</b>
-----------------------------	-----------

### **Chapter Eleven**

<b>Just a Word Before You Go—Safety.....</b>	<b>75</b>
--	-----------

*Safety Tips* 75

## **Part IV: Solving the Mystery: Taking a History**

### **Chapter Twelve**

<b>Taking a History: Or, "Pulling Teeth with a Smile on Your Face".....</b>	<b>79</b>
---	-----------

*Conversus Interruptus* 80

*Red Flagging* 80

*Poker Face* 80

*The Eyes Have It* 81

## **Chapter Thirteen**

### **The Questionnaires.....83**

- Questionnaire: Background* 83
- Questionnaire: Physical and Medical Issues* 90
- Questionnaire: Feeding, Treats and Chew Items* 94
- Questionnaire: Logistics* 99
- Questionnaire: Training* 102
- Questionnaire: General Information* 105
- Questionnaire: Behavior Issues* 109
- Exercise: Observation** 109

## **Chapter Fourteen**

### **Aggression Issues.....115**

- To See or Not to See?* 115
- Laying the Foundation* 115
- Stay Safe* 116
- Questions and Interviewing Technique* 116
- Interpreting the Answers* 117
- Topics for Discussion* 117
- Aggression Questionnaire: Handling Issues* 119
- Aggression Questionnaire: Resource Guarding* 121
- Aggression Questionnaire: Unfamiliar People on Walks* 123
- Aggression Questionnaire: Unfamiliar People in the Home* 126
- Aggression Questionnaire: Unfamiliar Dogs* 128

## **Chapter Fifteen**

### **Separation Anxiety.....131**

- Questionnaire: Separation Anxiety* 132

## **Part V: The Session**

### **Chapter Sixteen**

#### **The Session is Now in Order!.....137**

- What's the Plan, Stan?* 137
- What's the Problem?* 138
- Are We There Yet?* 139
- Checking In* 140
- Take Note!* 141
- The Wrap-Up* 142
- Timing is Everything* 142

<b>Chapter Seventeen</b>	
<b>Obedience Lesson Guidelines.....</b>	<b>145</b>
<i>Order in the House!</i>	145
<i>Show and Tell</i>	146
<i>Troubleshooting</i>	147
<i>Trainers First</i>	148
<i>Treating Your Clients Like Dogs</i>	149
<b>Chapter Eighteen</b>	
<b>Protocols and Suggestions.....</b>	<b>151</b>
<i>A Border Collie in Human Clothing?</i>	151
<i>The Art of Compromise</i>	152
<i>Don't Pull the Rug Out</i>	153
<i>Go Slow with Canine Changes</i>	154
<i>Be Specific</i>	155
<b>Part VI: Questions, Answers and Other Helpful Stuff</b>	
<b>Chapter Nineteen</b>	
<b>Commonly Asked Questions.....</b>	<b>159</b>
<b>Chapter Twenty</b>	
<b>Endnote.....</b>	<b>173</b>
<b>Resources.....</b>	<b>175</b>
<b>Appendix A: Forms, Contracts and Handouts.....</b>	<b>181</b>
<b>Appendix B: Compilation of History Questionnaires.....</b>	<b>191</b>
<b>Appendix C: Furthering Your Education.....</b>	<b>196</b>