



## We are essential...but do we believe it? Business and Leadership Series Episode 2.

If you did a little victory dance when it was announced that vets are an essential service during the early days of the covid outbreak, then perhaps we should talk about how you value yourself and the services you offer. Shibly joins us again to talk about how we value ourselves and our services, how most vets shoot themselves in the foot on a daily basis when it comes to demonstrating value to our clients, and strategies to fix it. Listen carefully for the two words you should never use in front of your clients.

### What will I learn from this episode?

- Common mistakes we make that detracts from the perceived value of our services.
- The two words never to use in front of your clients!
- Strategies to get better at demonstrating value.

### One thing to remember: Why your skills are valuable.

- Don't forget how long it took you to get to this place.
- Remember what you sacrificed (and how much money you spent!) to get your veterinary degree. - Only vets can do what vets do. The services we offer is not available ANYWHERE else
- The knowledge and skills you have took YEARS to develop. That thing that you think is easy is daunting to your client.
- Just because you can do something fast doesn't mean it doesn't have value. The key is in demonstrating that value to the client. Listen to the episode to find out how!

### Dr. Shibly says:

*Sometimes we are shooting ourselves in the foot by doing things so efficiently. In stead of taking our time and leisurely allowing ourselves to come up with an accurate diagnosis, what we're so busy doing, because we're so eager to please, is we're trying to pump them in and out in five minutes... and then we wonder why the hell we're so friggin tired and burnt out! But who is causing that? Who made those rules?*

*That's all us. We've imposed those rules on ourselves!*