

In the meantime, I have 10 essential questions I always ask ahead of a call so we can be fully prepared and get the most from it. Please reply with these - the more detail you give, the better:

What are you looking for help with and what is the biggest challenge you face right now?

1. How did you find out about my work?

Google

2. How many people (including you) in the business?

Me, a general manager, 5 dog trainers, 3 office persons, 10 Kennel techs

3. When did the business start?

1994

4. How many clients do you currently have?

8,000 in my software but about 2500 that I would say we have have done business with in the last 2 years.

5. What do you specifically want to make sure we cover and solve on the call?

I am looking for the right company/fit to help me do what I should have been doing for a long time already. That is proactively tap into my already loyal customer base to get new customers. I think one thing I need to do is use social media to re-establish a large part of the market share as the go to place to train your dog.

**6. Why do you feel Shaily can help you?**

***I am pretty sure you can help. I liked what you had to say and how you said it in the 25 minutes of short videos. I want to make sure whoever I choose to help me is a good fit.***

**7. In one sentence, what does your company do?**

**We are a dog boarding Kennel but the main part of my business is dog training for the average household dog.**

**8. What are your current services / products and (ballpark) price points?**

**Boarding is \$42/day and we have 65 dog runs. We do inboard dog training and the cost is \$4,500.00 for 2 weeks.**

**9. Let me know your website address + any social channels you have been utilizing thus far**

**[www.pbkennels.com](http://www.pbkennels.com), [www.peacockbridgedogtraining.com](http://www.peacockbridgedogtraining.com)**

**<https://www.facebook.com/PeacockBridgeKennels/>**

**10. What is the biggest challenge facing you now?**

***Advertising that we have been doing is no longer supplying us with the amount of customers is has in the past. Instead of doing 12 or 13 dogs per training cycle and being booked 1 - 3 cycles in advance we are not even getting every cycle full. We have gone from closing 1 of 3 people we talk to, to only 1 of every 4.5 people we talk to and I believe its a combination of the economy and more competition but could be fixed by getting better quality leads. That is what I am hoping you can help me with.***

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Looking forward to seeing your responses.

Shaily Hakimian