



Welcome!

As everyone is logging in, please follow the following steps:

- In the chat, please let us know the following:
 - Your name and your business name
 - Mobile Trainer or Train at a facility
 - Solo Business or Team
 - A problem you hope to solve
- Please change your zoom name to match the name you signed up with



PocketSuite for Dog Trainers

Leveling up your business for 2025





Rocco Cabrera

Product Trainer & Solutions Engineer



There is a world where the best trainers have the best businesses

Reach the most dogs and the most dog lovers

Things to Prioritize in 2025

- Get Booked & Convert More Leads Online
- Streamline Client Onboarding
- Secure Repeat Business
- Retain Clients & Build Loyalty



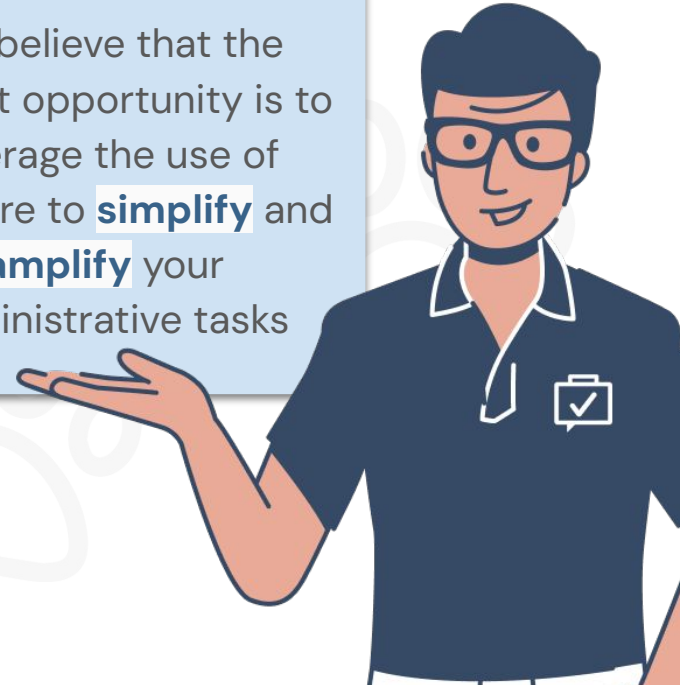


Looking to 2025

Being here means
you recognize
**opportunities to
improve your business**

Prioritize customer
care and active
training time

We believe that the
biggest opportunity is to
leverage the use of
software to **simplify** and
amplify your
administrative tasks



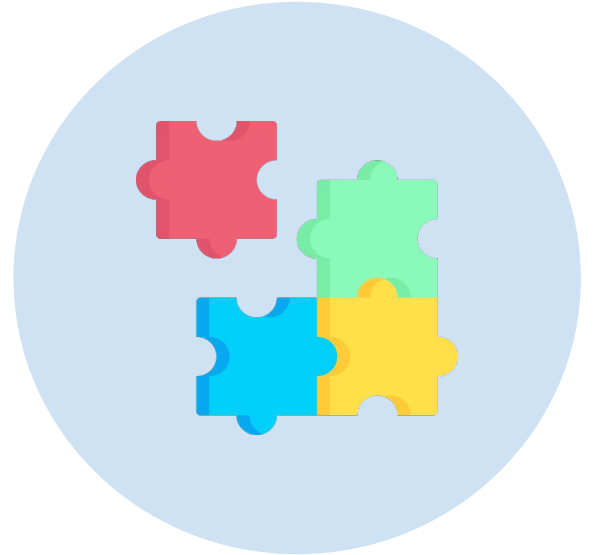


Simplify and Amplify

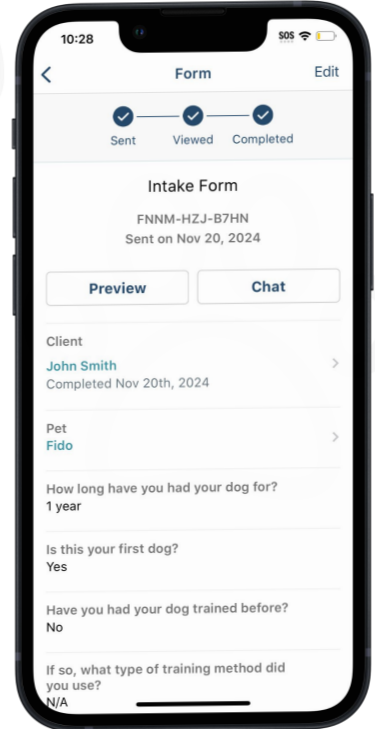
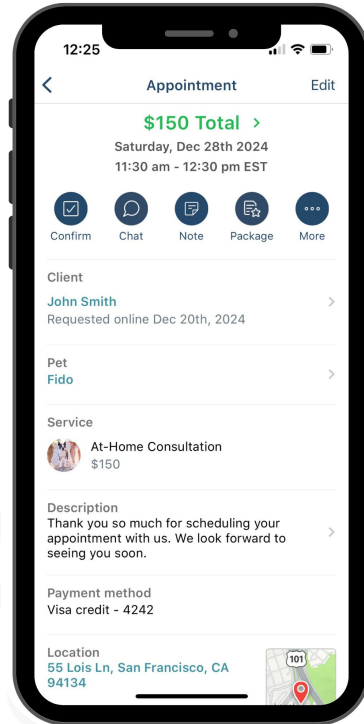
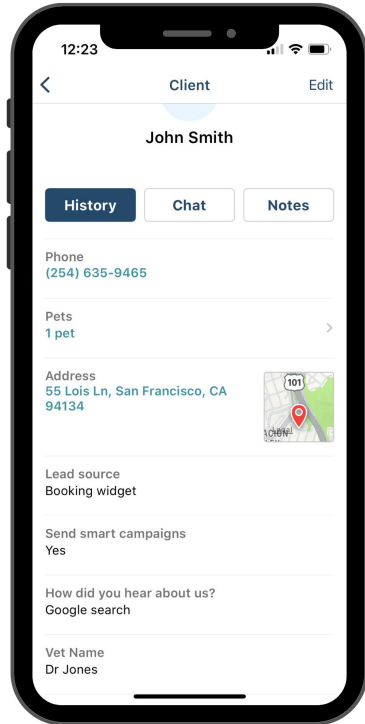
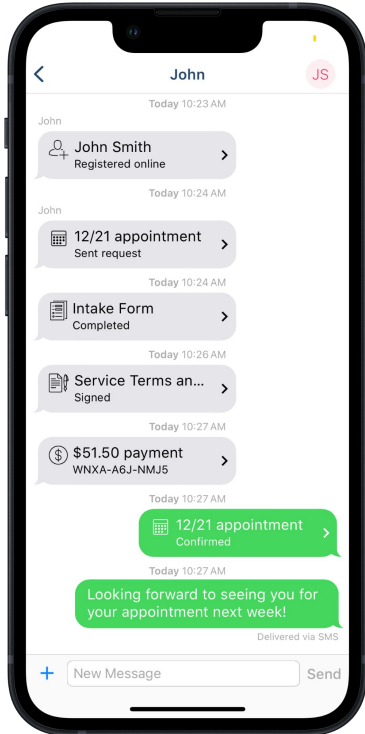
2 minute task:

- Click on participant Link in Chat
- Use the slider to indicate the time (0-60 minutes) it takes to do each task

[Participant Link](#)




Automate Client Discovery





Current Admin. Tasks – Manual Client Onboarding

- ❑ (5 to 10 min) Read and respond to inquiry from new lead from website, social media DM, personal text message, or an email
- ❑ (10 to 15 min) Go back and forth via social media DM, personal text messages, or email to schedule a time for an intro call
- ❑ (30 min) Complete intro call with new lead to answer follow-up questions
- ❑ (10 to 15 min) Send follow-up note from call, including customized quote/proposal for services via email, social media DM, or text
- ❑ (10 to 15 min) Go back and forth via social media DM, personal text messages, or email to agree on service, price, and/or service delivery appointment date and time
- ❑ (5 min) Manually send appointment confirmation with service,, price, and memo
- ❑ (5 min) Send invoice (allow for multiple payment methods) or send payment authorization form to client to collect payment info
- ❑ (10 to 15 min) Manually send forms and liability waivers/Covid disclosures/etc for client review and completion/signature via email or direct client to download them from your website and complete (i.e., intake form, vaccination/vet records, liability waiver, etc.)
- ❑ (10 to 15 min) Check to see which forms and contracts have been completed by client and send follow-up requesting remaining/missing items (**or give up to avoid frustrating the client and resolve to get client to complete/submit missing items when they are onsite**)
- ❑ (5 min) Manually send reminder message to client with appointment date, time, and other instructions....



100 to 130
min per client



Setup Support

Making this a reality requires some up front time investment

$$\begin{matrix} 100 \text{ minutes} \\ \text{per client} \end{matrix} \times \begin{matrix} 50 \text{ new clients} \\ \text{per year} \end{matrix} = 83 \text{ hours} \\ \text{per year} \quad \text{VS} \quad \begin{matrix} 1-2 \text{ hours} \\ \text{invested up} \\ \text{front} \end{matrix}$$

~~2 full weeks currently spent on just client onboarding admin tasks~~

For being here today, you get access to 1-1 setup support for your PocketSuite account



Saving Time

Saving time on administrative tasks = More time with clients and dogs

- You become a better service provider, and a better trainer
- You free up time to think creatively about diversifying your services, packages, classes, etc. to become an *inventive* trainer
- It becomes easier to execute on these new client opportunities

Business Growth

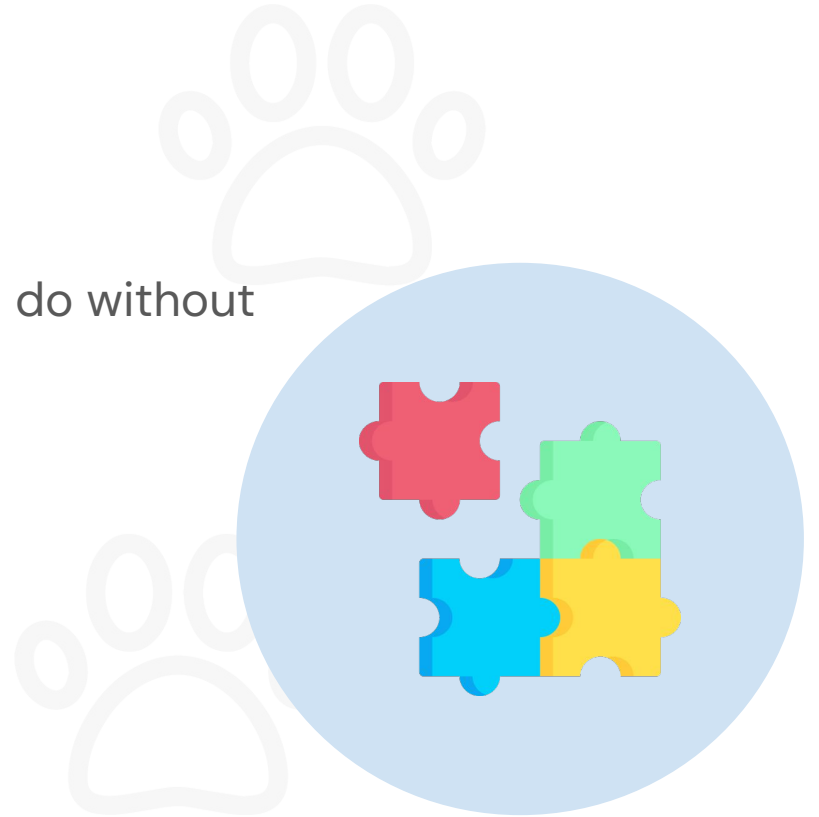


Administrative Tasks

2 minute task:

- Click on participant Link in Chat
- List up to 3 admin tasks that you could do without

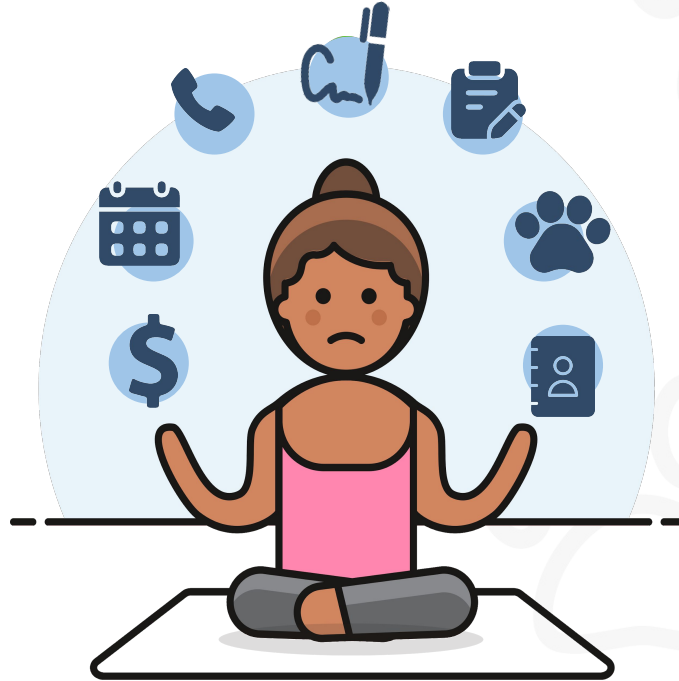
[Participant Link](#)





NEED:

**Solopreneurs are juggling customers from
3-5 different online platforms at once**






PocketSuite



Meet The Suite Solution

PocketSuite is the all-in-one software to run and grow your dog training business



- \$21,595 processed this month.
- 17 appointment reminder texts sent.
- 8 Facebook leads converted last week.
- John updated Fido's vaccine record.
- 6 clients registered for Friday's class.

Spend less time on back-office tasks and do more of what you love!

Available on the  App Store  GET IT ON Google Play

Also available on desktop

SOLUTION:

PocketSuite is an app for solo and micropreneurs to run your business, all in one place

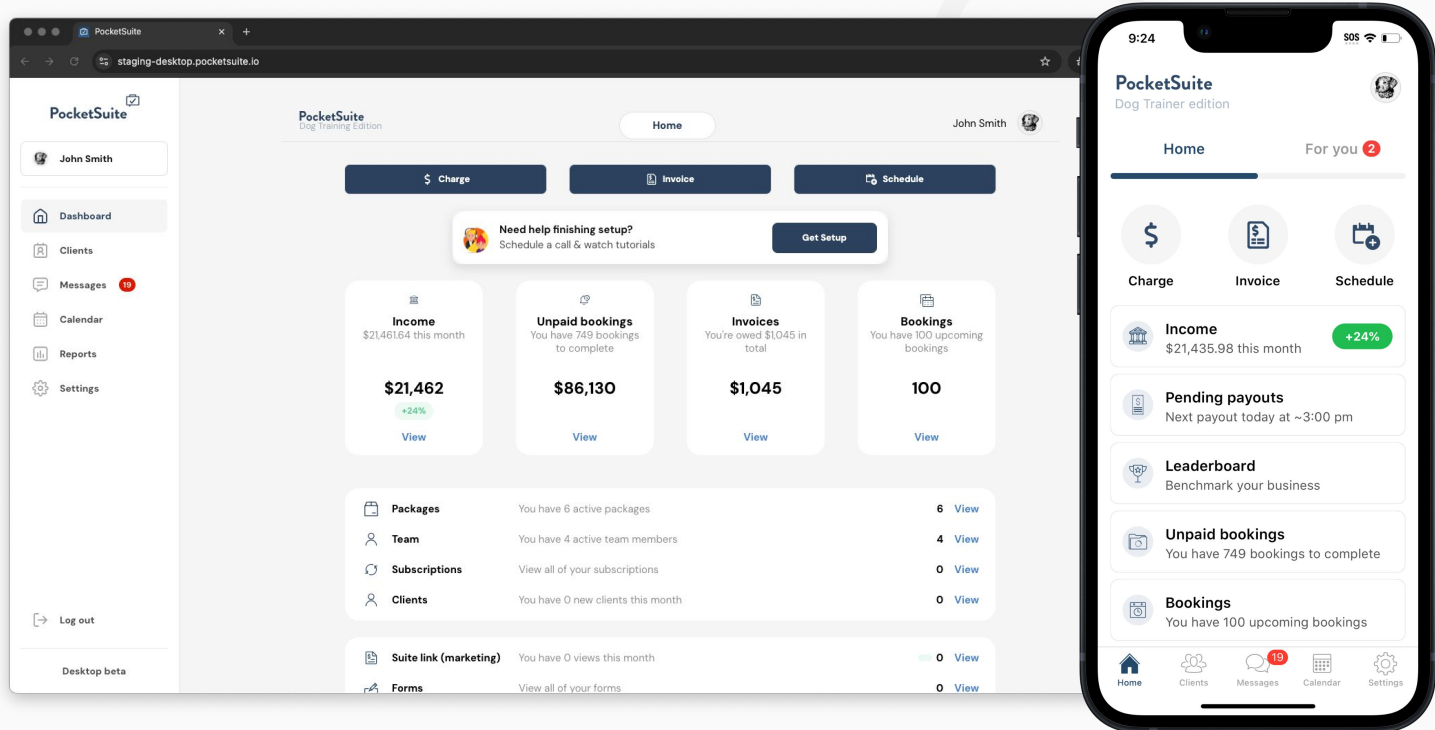
- Contracts
- Forms
- Payment processing
- Messaging
- Booking calendar
- Sales Reporting
- Document/File Organization





POCKETSUITE APP:

From mobile to laptop, PocketSuite is available on any device





DOG TRAINER CLIENT FLOWS

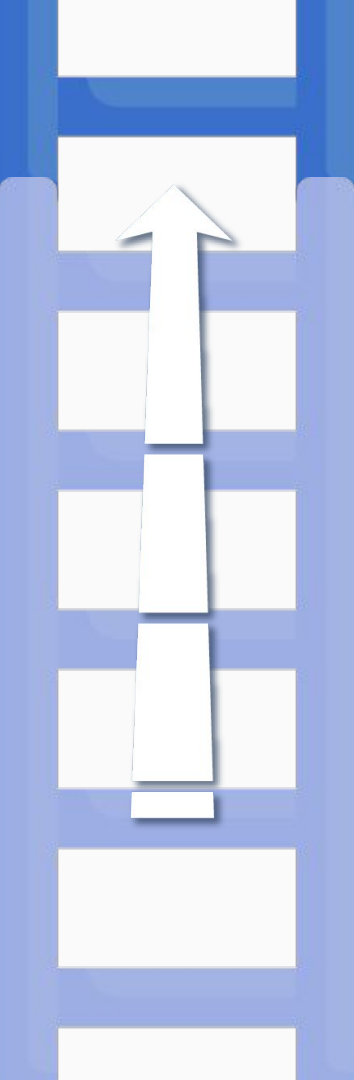


DISCOVERY

Find Your Business	Learn More	Book Initial Consultation
<ul style="list-style-type: none"> - Google Ads - Social Ads - Email Marketing 	<ul style="list-style-type: none"> - Chat Bot - Automated Messages 	<ul style="list-style-type: none"> - Online Booking Site Auto Confirm Appointment - Text Bot for Booking
<ul style="list-style-type: none"> - Online Booking Site Manual Confirmation - Calendar Sync 	<ul style="list-style-type: none"> - Send E-Form Via Text or Email 	<ul style="list-style-type: none"> - Send E-Contract Via Text or Email
<ul style="list-style-type: none"> - Word Of Mouth - Local Vet - Flyers 	<ul style="list-style-type: none"> - Phone - Email - In-Person Appointment 	<ul style="list-style-type: none"> - Phone - Email - In-Person Appointment



ONBOARDING



Collect Client + Pet Info	Sign Agreements /Waivers	Purchase Program / Book Sessions
<ul style="list-style-type: none"> - Attached to Online booking or lead form 	<ul style="list-style-type: none"> - Attached to Online booking or lead form 	<ul style="list-style-type: none"> - Pay Via Booking Site - Auto Tracked Package
<ul style="list-style-type: none"> - Send E-Form Via Text or Email 	<ul style="list-style-type: none"> - Send E-Contract Via Text or Email 	<ul style="list-style-type: none"> - Buy On-Site with Credit Card
<ul style="list-style-type: none"> - Complete In Person - Gmail Form / Print + Sign 	<ul style="list-style-type: none"> - Sign In Person - Email, Print, Sign 	<ul style="list-style-type: none"> - Buy In Person with Cash or Check - Mail-In Cash or Check





ONGOING/ OFFBOARDING

Get Feedback	Encourage Rebookings	Get Referrals
<ul style="list-style-type: none"> - Automatic review requests 	<ul style="list-style-type: none"> - Send Auto- Rebooking Requests to Encourage Rebooking 	<ul style="list-style-type: none"> - Referral auto-request
<ul style="list-style-type: none"> - Send Automated Email or Text with Survey 	<ul style="list-style-type: none"> - Send email or text manually to encourage Rebooking 	<ul style="list-style-type: none"> - Text Request for Referral - Send E-Gift Card for Each Referral Received
<ul style="list-style-type: none"> - Ask for Feedback In-Person - Fill-Out Form Via Email 	<ul style="list-style-type: none"> - Call or request Rebooking in person 	<ul style="list-style-type: none"> - In Person Request for Referrals - Send Thank You Card





SAMPLE DOG TRAINER / PET PROFESSIONAL CLIENT FLOWS



POCKETSUITE FEATURE

Online booking



Can be as simple as a
"consultation call"

\$241K
Average yearly
income

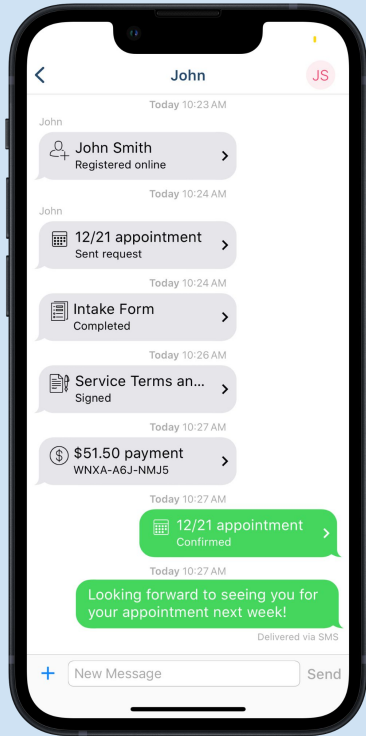


74%

Of the Top 10%, %
that let clients
book them online



Live App Screen Share



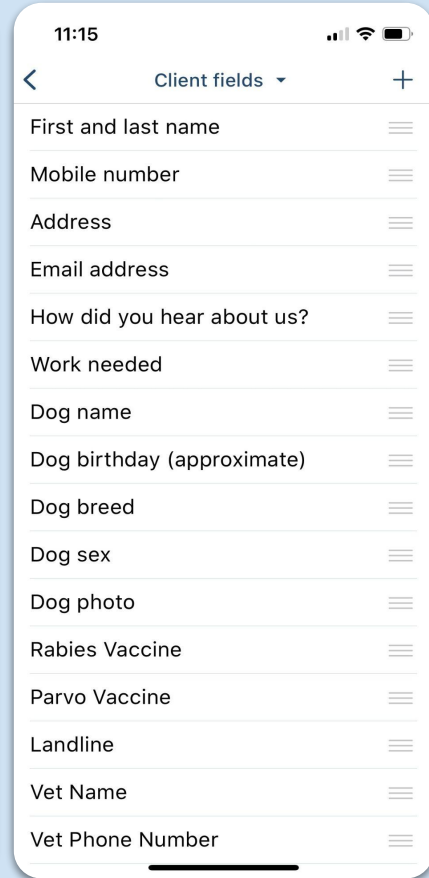
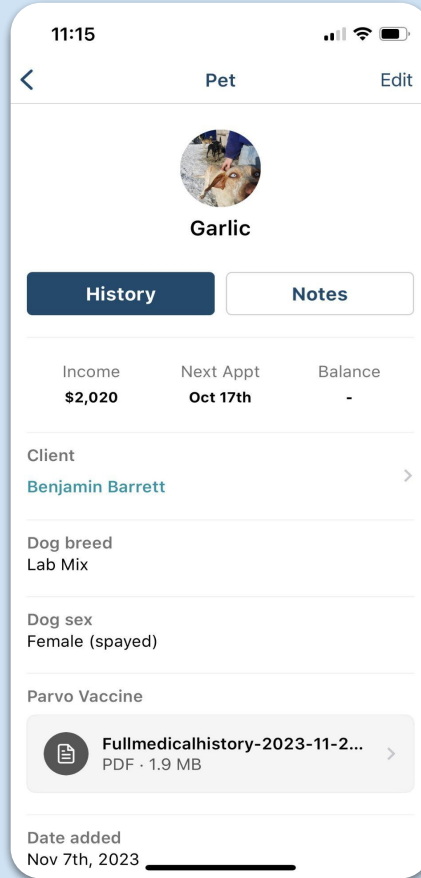
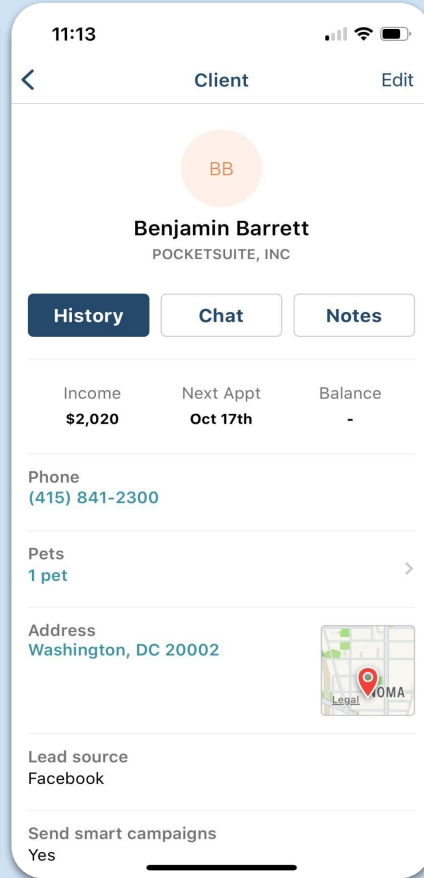
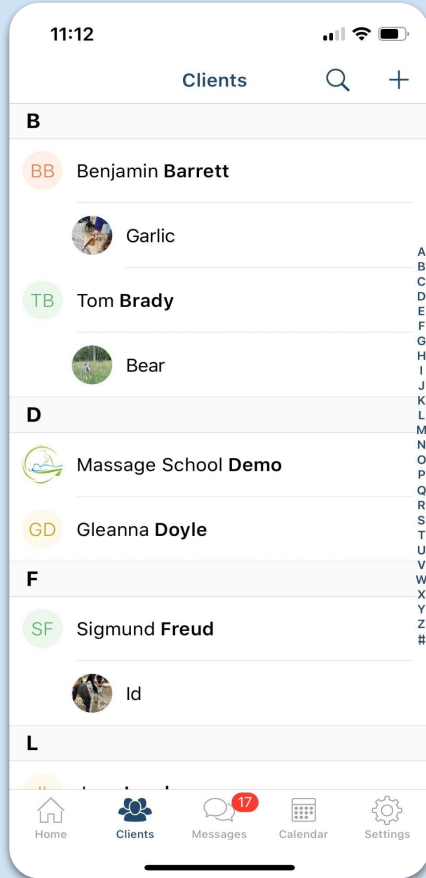
PocketSuite

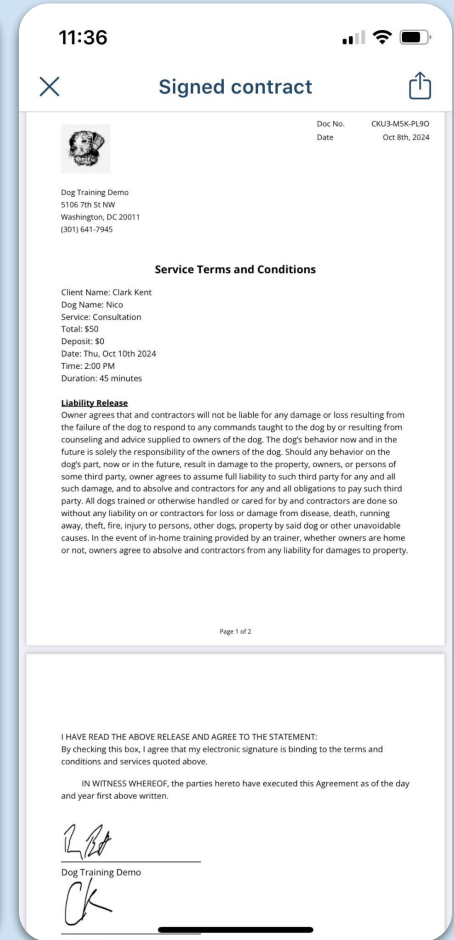
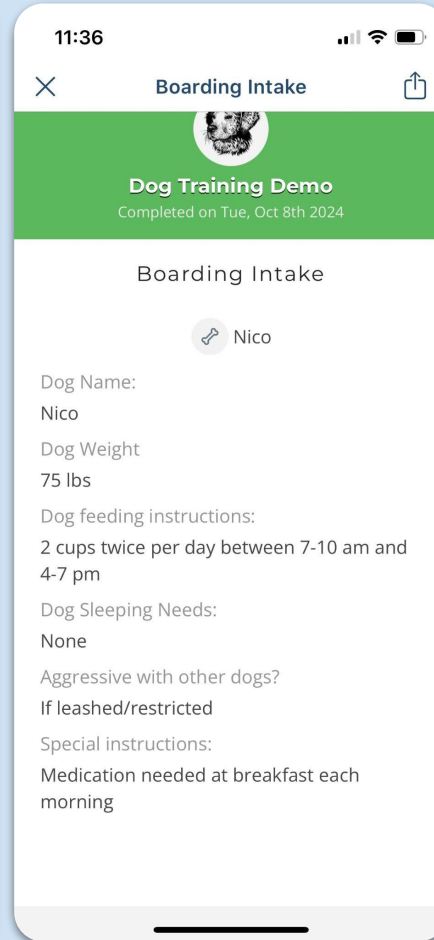
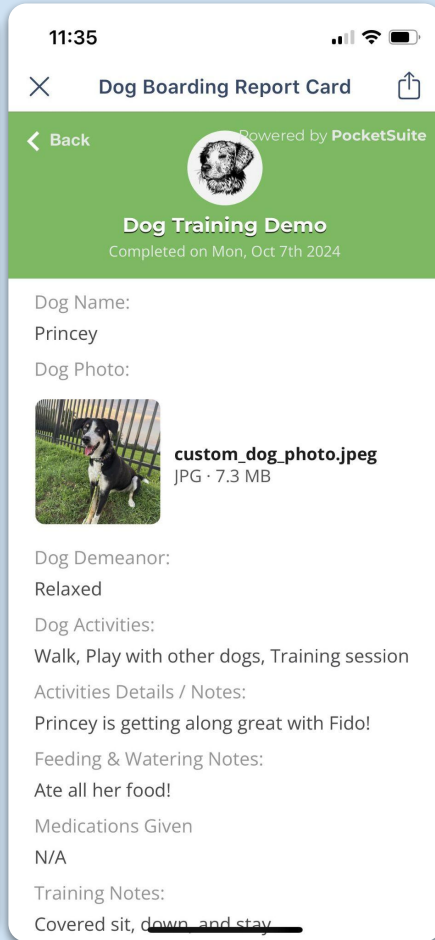
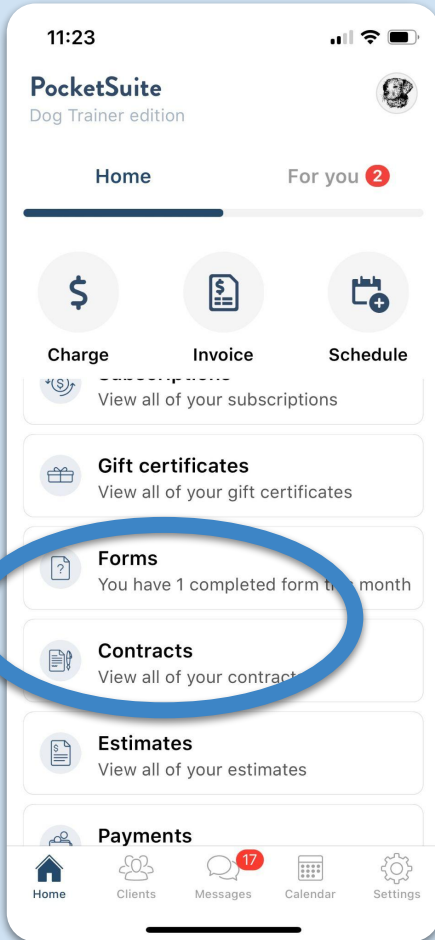


SAMPLE DOG TRAINER / PET PROFESSIONAL CLIENT FLOWS



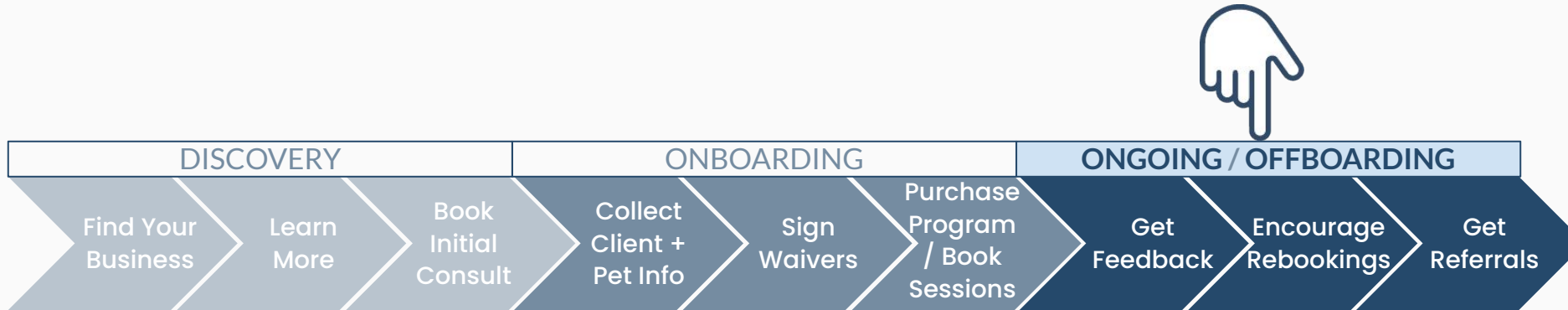
Scheduling







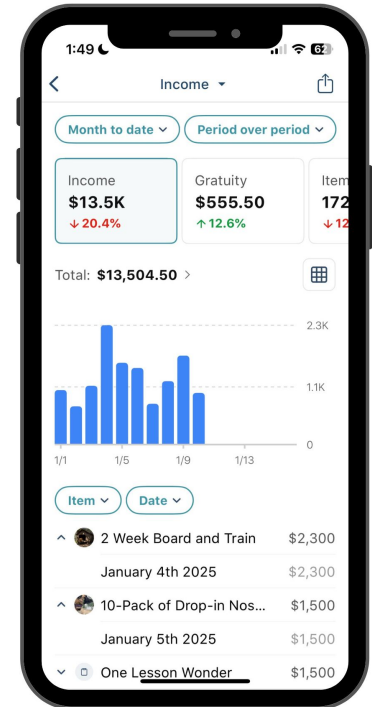
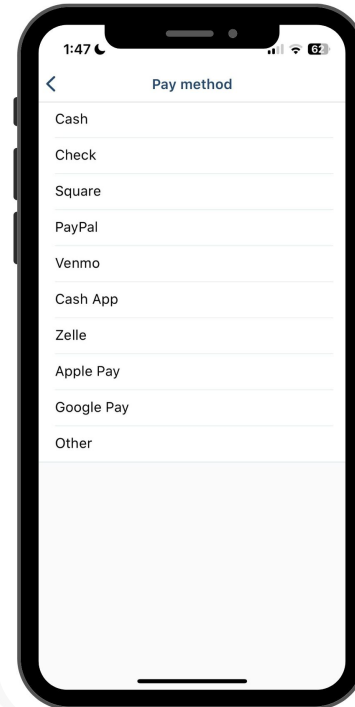
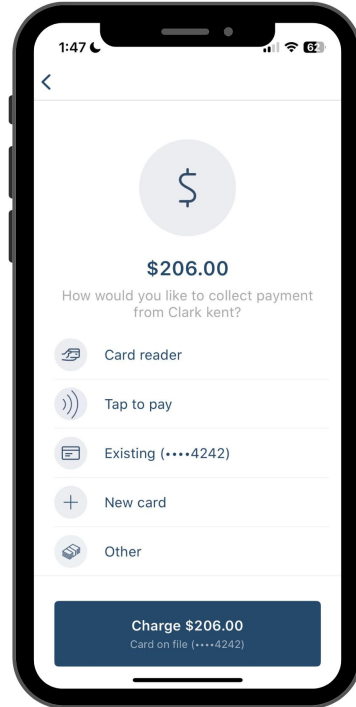
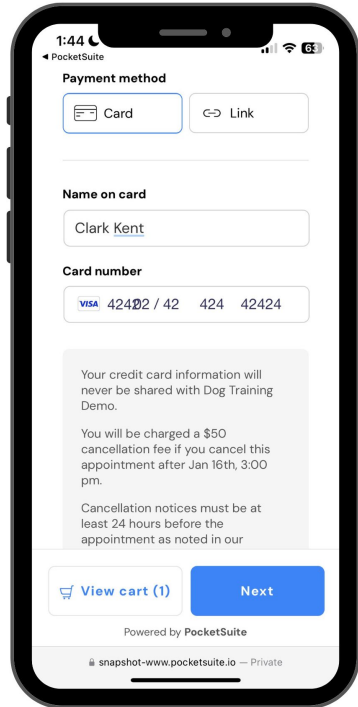
SAMPLE DOG TRAINER / PET PROFESSIONAL CLIENT FLOWS



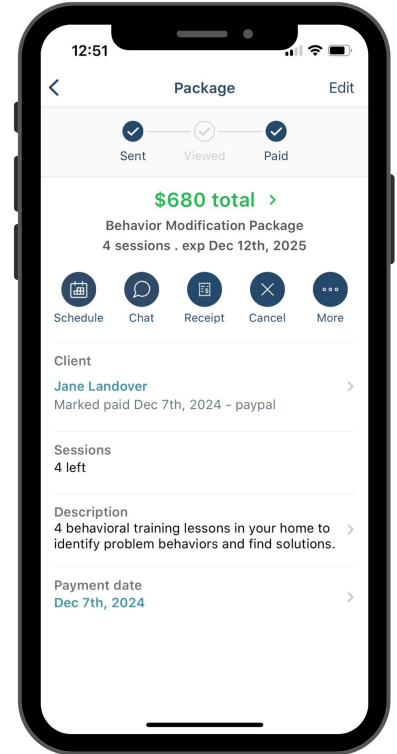
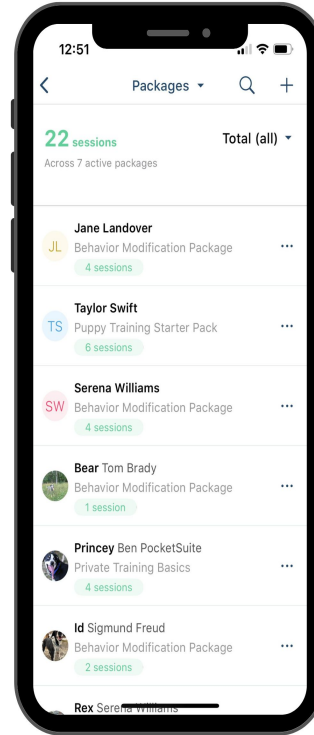
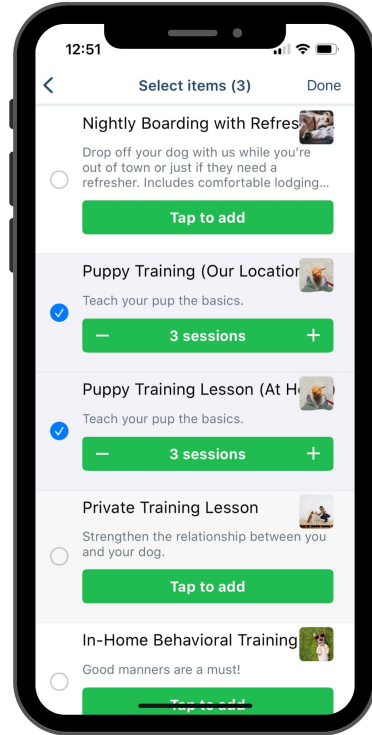
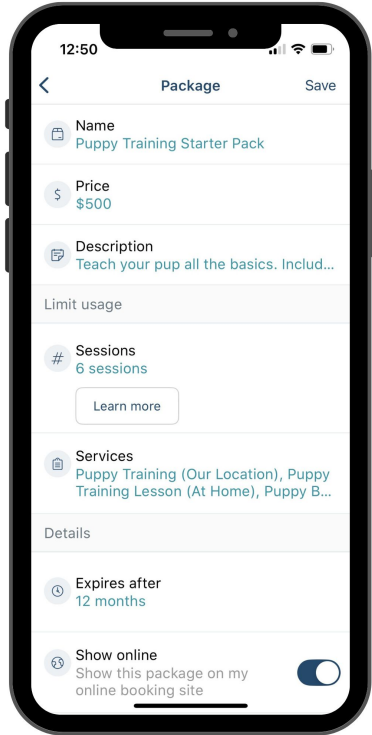
Scheduling



Payment

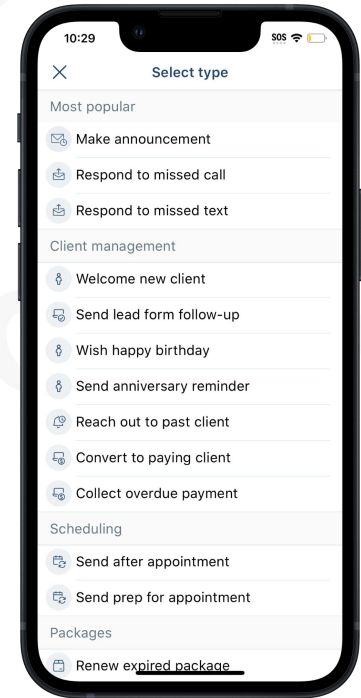
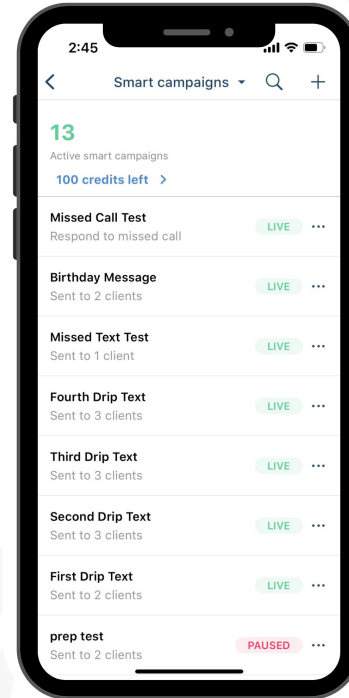
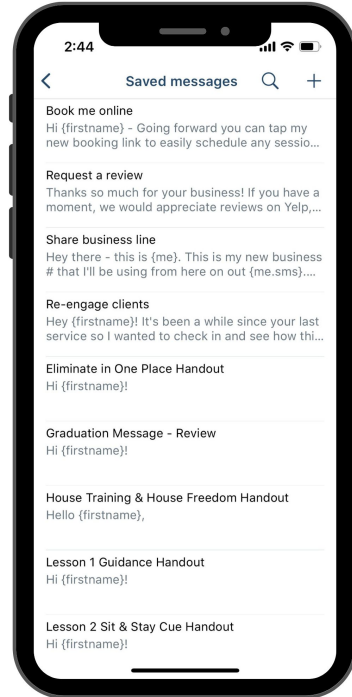
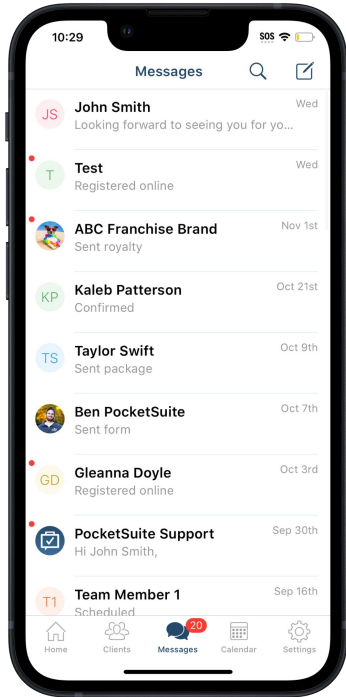


Packages & Subscriptions





Communication



PocketSuite User Sylvia Wes on Smart Campaigns



"This app is amazing! We saw an immediate improvement in our client sign ups! It's also super easy for clients to come back for more packages later!"

-Elizabeth A, Lead Trainer, *Calvert Dog Academy, Denver*

"Online booking has saved me! Evaluation consultations used to be ridden with client cancellations. Now all my clients put a credit card down when they schedule time with me so I never lose out on no shows or cancellations pop up."

-Beverly U, *The Pooch Coach, San Francisco*

"Use it for my dog training business and literally could not live without it, it's SO useful!"

-Brittni H, *KBDB Dog Training, Connecticut*

"I could not imagine running my dog training business without this app. User friendly and outstanding customer support. I highly recommend!"

-Neil R, *Pawsitive Touch Dog Training, Florida*

Diversify Your Offerings

- We analyzed **550+ dog trainers** that used PocketSuite to run their businesses in 2023.
- Pet pros can see their income grow as they sustain lifelong relationships with their clients by:
 - A. Bundling offers as a package
 - B. Selling retail products
 - C. Offering recurring subscription and/or memberships
 - D. Accepting multi day and overnight appointment reservations
 - E. Hosting group classes

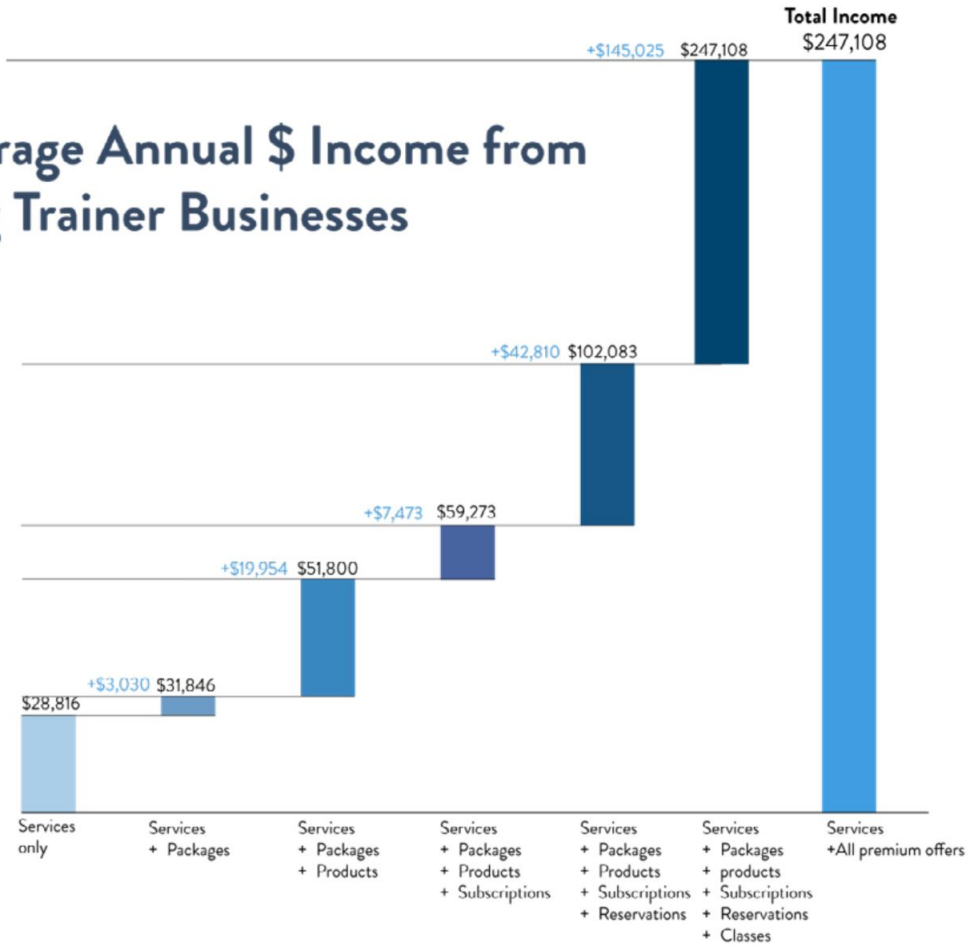
[Check out our White Paper](#)



How to Achieve a Six-Figure Income as a Dog Trainer



Average Annual \$ Income from Dog Trainer Businesses



Q&A

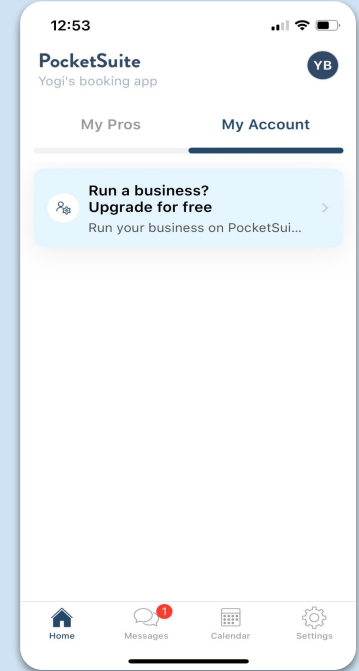
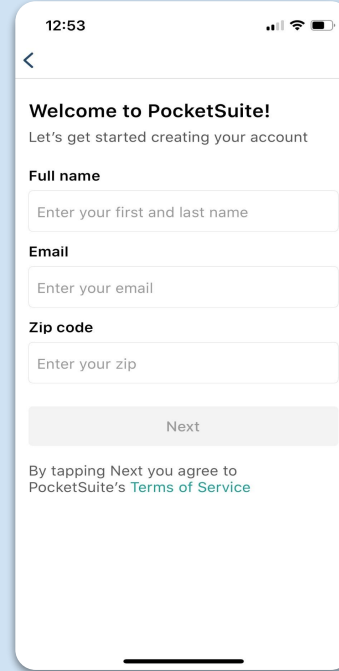
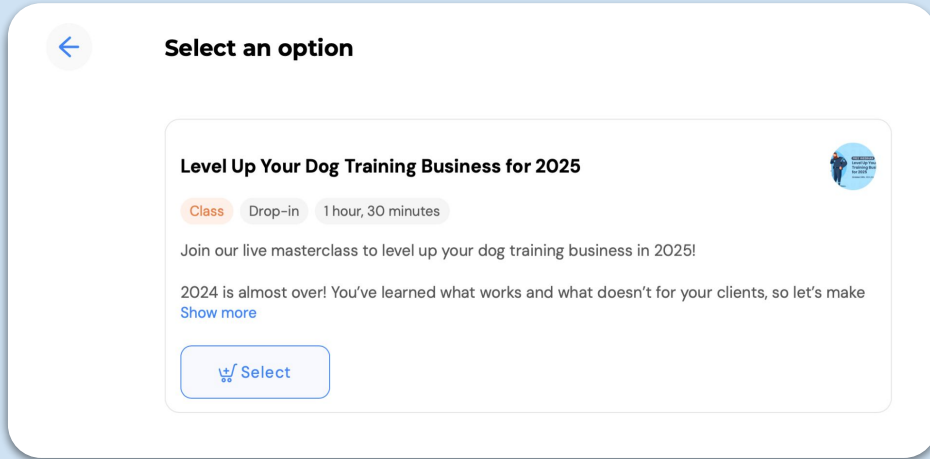




Try out PocketSuite

Switch from a client account to a business account:

1. Download the PocketSuite app
2. Log in with the number you signed up for
3. Upgrade your account





Try out PocketSuite

1. Download the PocketSuite app
2. Log in with the number you signed up for
3. Start your 30 day FREE trial



**500 FREE Smart
Campaign Credits (\$50)**

Start trial in 24 hours!

Homework

- We will share the emails of all the trainers here
- Reach out to at least ONE other trainer, and leave them with an idea for an inventive service that you provide or want to provide!

