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**Business Consulting:**

Whether you want to build from the ground up or incorporate boarding or daycare into your existing pet care business, our consultants will put you on the right track. Whether on or offsite, DogSpeak™ can help. We will assist with layout, design, efficiency, standard operating procedures, marketing and more. With this package you will also receive an individualized business plan. $150/hour (minimum of 3 hours).

**Facility Training Package:** *(onsite only)*

Your facility may be the largest and most state-of-the-art in your area, but without proper staff training, your business will suffer. Regardless of the number of employees you have, everyone should be trained to ensure consistency for safety, (and so your guests go home better than when they arrived).

**Package Details:**

DogSpeak™ will come to your facility and work with your daycare supervisors, kennel staff and front desk staff. Your supervisors will walk away with the knowledge they need to keep playgroups safe and effective.

All daycare supervisors will receive the following education:

* Purpose of dog daycare
* Supervisor’s role in dog daycare
* Understanding of dog communication
* Understanding dog interaction
* Understanding pack mentality
* How to become the pack leader in play groups
* How to communicate with dogs within the pack
* How to evaluate dogs for dog daycare
* How to split play groups
* How to maintain group control
* Recognizing inappropriate behaviors in group play
* Interrupting inappropriate behaviors in group play
* How to successfully break-up fights in group play
* How to write evaluation reports for clients
* How to write report cards for clients
* How to speak to clients about their dog’s behavior in group play

Your kennel staff will receive the following education:

* How dogs communicate when nervous, fearful or exuberant
* How to communicate with dogs to lower arousal
* Changing unwanted behavior in kennels
* Producing a more relaxed atmosphere
* Dealing with nervous, fearful or aggressive dogs in the kennel
* Proper leash skills

Your front staff will receive the following education:

* Customer service
* Dealing with unhappy clients
* Intake of dogs
* How to sell services
* How to utilize software

We will review your Standard Operating Procedures to assess their effectiveness, and will assess your systems for daycare, boarding and intake to ensure efficiency. Training includes classroom, practical and hands-on experience. Employees will be tested orally, written and practically. We can also assist with scheduling, hiring, payroll set-up, marketing and market research.

This is an 8-day (minimum) package with follow-up available by phone and email for three months. You will also have access to the DogSpeak Geek Membership site for 3 months. This includes training videos and guides. Discounts for on-site follow-ups are available. Additional training days may be added at your discretion. This training will include DogSpeak™ Certification for daycare supervisors (*subject to staff passing exams*).

***Certification is valid for 1 year after issue. Supervisors must retest in order to renew certification or to change certification level. DogSpeak reserves the right to revoke certification of any supervisor or facility if supervisors do not act according to DogSpeak guidelines. DogSpeak may at any time inspect facilities with DogSpeak certified daycare supervisors.***

Benefits of being certified by DogSpeak™:

* Continued education for established staff
* Support through email and phone
* Marketing through DogSpeak™ via Facebook, Website, Monthly Newsletter, Training Clients
* Discounted pricing for the DogSpeak Geek membership
* Discounted pricing for additional training

Package starts at $8,500 *(does not include travel and lodging costs)*

**Operational Plans and Staff Training:**

Need training, but don’t need the extensive package above? DogSpeak™ will tailor a plan for your business needs. Our 8 hour consultation will allow us to not only interview you, (the owner), it will also allow us to observe how your business is running on a day-to-day basis. After the consultation, we will tailor a business plan with our recommendations related to all aspects of your business, including staff training, efficiency, marketing and more.

$650 (8 hour day)

Individualized staff training plans begin at $1,200 *(does not include travel and lodging costs)*

If you would like more information, or would like to have an individualized plan created for your facility’s needs, contact us at info@dogspeak101.com.

**Nikki Ivey**, professional Dog Trainer/Behavior Consultant, is the owner and founder of DogSpeak™. She has been working with dogs and their owners since 1996. She teaches not only the general public but the professional and rescue pet world as well. She loves to educate individually and in groups, wanting all pet owners and professionals to have a better understanding of dogs in order to have the healthiest possible relationship with them.

Nikki also owned and operated one of the first daycares in Middle Tennessee, and has spent the last eight years helping others build their successful daycares, either from the ground up or as an add-on to an existing business. She trains staff members on dog behavior and interaction at daycares, veterinary clinics and boarding facilities. Local rescue groups and shelters have started taking advantage of the knowledge and skill that Nikki has to help their foster parents understand the importance of foundation skills and being a confident, consistent leader. Nikki also teaches professionals and pet owners internationally, with students as far away as Iceland, UK, China, Australia and Canada. Several of her classes qualify as continuing education for dog trainers through[E-Training For Dogs](http://e-trainingfordogs.com/).

In 2013 Nikki released her book, *When Love Isn’t Enough*. Since then she has written guides for dog owners and professionals about varying subjects related to dog training. Her newest, and eighth book, *4-Legged Ferrari*, guides owners and rescues on how to train high arousal breeds.

**Britteny Watson** is our manager and marketing director.  Britteny is a Belmont University graduate, with a BA in public relations. Britteny specializes in marketing, business consulting, market research and customer service, and has been working in the pet care industry for 10 years.

Visit dogspeak101.com for more information.