



Free Evaluations—A Business Tool.

Ours is a craft. Many craftsmen like builders will give the client an estimate before they get hired for a job.

In general, this estimate is free of charge.

Now if we were to take up this kind of business behavior, this could really turn into a winning deal on all sides.

You advertise that you are giving free evaluations for horses in need of hoof care.

When the client calls, you make an appointment to drive to the barn and check out the horse(s). Yes, this will mean an added expense for you, as you are not getting paid for your time, wear and tear on your car or your gas. Think of it as your expense for some terrific advertising.

You arrive at the barn. You have a chance to figure out how long it takes you to get there and how many miles/kilometers you have to drive. You know now the exact location, and in which distance the potential client lies to other clients you already have.

You will meet the owner and see the location where you will be working. Now you have a great chance to sell yourself. You are on time, well dressed, relaxed, friendly and enthusiastic about working with this client's horse(s). You have a clip board with a form to take down notes and a camera to take pictures. You explain to the client how you like to take pictures for your own files.



You meet the horse and while you are making pictures, you can check out the horse. make notes with the pictures. Take your time. If it applies, have the client walk and/or trot the horse for you. You get a pretty good idea how difficult the job will be. Does the horse lift his legs easy for you to work on? Does he cooperate? How much does the owner interfere? Is the horse well behaved?

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How is the area you have work in? Is it dry, level and comfortable or do you have to work in a muddy field?

Again, you can sell your self by how well you handle the horse, how patient you are and how well you can explain what you are planning to do.

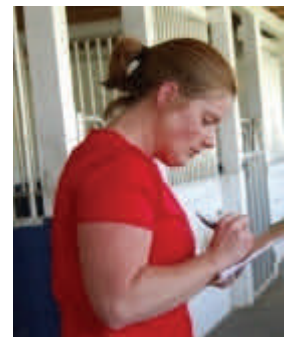
How many horses in the barn could be potentially your clients? Does the owner have friends who are looking for hoofcare as well?

All these factors can determine what you will charge the client.

You now have options:

1.) You can think on your feet, make a quick, but careful calculation what you will charge them, and offer them to trim the horse right there and then.

2.) You can take all your knowledge and the pictures home, evaluate the situation and call them back.



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