



# “Puppy Perfection” Program

*Give your puppy the perfect  
start to life...*

# *Specialist Doberman Training*



Michael Borg

With over 30-years of experience working closely with the Doberman breed and exploring the intricate depths of their mind, it's safe to say that Michael has learned a thing or two about socializing and raising the perfect puppy.

Michael's love for "all-things Doberman" has seen him delve deep into the world of Doberman-specific training techniques, behavior modification, and K9 psychology. He thoroughly enjoys employing the skills he's learned to facilitate the ultimate in neutral-socialization, desensitization to negative stimulus and positive behavior modification to give your puppy the ultimate start to life.

## *Puppy Stages (8-12 weeks)*

Puppies go through very specific life-stages stages at certain ages that are absolutely crucial to their overall development. Between the ages of eight and twelve weeks old, your puppy is particularly impressionable. In fact, it's no stretch to say that the experiences, scents, sights and sounds a puppy is exposed too during this period of development can quite literally shape the trajectory of your puppy's life.

Inadequate or poorly executed socialization can lead to a nervous, fearful, aggressive and/or anxiety driven dog. However, when well-managed socialization is structured to apply layer upon layer of neutral to positive experiences, a puppy matures into a confident, happy, and well-adjusted dog. That's exactly what our "Puppy Perfection" training program is designed to do; build the necessary foundation required for your puppy to develop into a happy, stable and confident dog.



# TRAINING CRITERIA

## WEEK 1

During Week 1 of our “Puppy Perfection” training program we focus on laying the fundamental groundwork your puppy needs to progress through the following weeks of training/socialization.

**The following criteria is the focus of Week 1.**

- **Introduction to call-name/recall**
- **Introduction to walking on lead**
- **Introduction to crate training/potty training**
- **Solo new environment/confidence building (Yards 2 & 3)**
- **Welcome inside the home.**
- **Exposure/Desensitization to outside noises (phase 1 – at a distance; mowers and power tools among other things)**
- **Children Visit; x 3 one-hour play sessions.**
- **3 x visit to park (viewed from the car – visual exposure to pushbikes, strollers and a multitude of people)**
- **Encourage agility obstacle course**



# TRAINING CRITERIA

## WEEK 2

During Week 2 of our “Puppy Perfection” training program we start to strengthen the principles we learned during week one, and double-down on structured socialization sessions.

**The following criteria is the focus of Week 2:**

- **Positive Introduction to car (one of two vehicle)**
- **Strengthen “walking on lead”.**
- **Strengthen crate training and potty training**
- **Bunnings Warehouse shopping experience (in trolley) x 1**
- **Positive introduction to new environment/confidence building (Yard 4 & 5)**
- **Socialize with chickens, cat and sheep.**
- **Introduction to “Yes” command (or Clicker)**
- **Introduction to “Sit” command.**
- **Exposure/Desensitization to inside noises (phase 1 at a distance: vacuum, microwave beeping, TV and radio).**
- **3 x visit to public park (viewed from the car – visual exposure to pushbikes, prams and people)**
- **Desensitization to grooming (nail trimming, body wash ect)**
- **Children Visit x 3 one-hour play sessions.**
- **Modified behavior reinforcement: no biting or jumping up.**
- **Encourage confidence through puppy obstacle course/toys**



# TRAINING CRITERIA

## WEEK 3

During Week 3 of our “Puppy Perfection” training program, we double down on our previous learnings by providing repeat opportunities for socialization and encouraging positive pre-determined responses. However, we introduce new environments and stimulus aimed at further building your puppies confidence.

**The following criteria is the focus of Week 3:**

- **Introduction to second vehicle (new)**
- **Strengthen “walking on lead”**
- **Strengthen crate training and potty training**
- **Introduction to “stay” command.**
- **Desensitization to internal and external stimulus (phase 2; closer proximity)**
- **Visual/smell socialization with horses, other dogs.**
- **Introduction to body-of-water (dam, lake, pool or artificial pond)**
- **Pet Barn Shopping experience**
- **Introduction to garden hose**
- **3 x visit to community park (viewed from the car – visual exposure to pushbikes, prams and people)**
- **Desensitization to grooming (nail trimming, body wash ect)**
- **Children Visit x 3 one-hour play sessions.**
- **Modified behavior reinforcement: no biting or jumping up.**
- **Encourage confidence through obstacle course obstacles**



# TRAINING CRITERIA

## WEEK 4

During Week 4 of our “Puppy Perfection” training program, it’s all about proofing the skills your puppy has learned over the past 3 weeks.

**The following criteria is the focus of Week 4:**

- Reinforce positive-travel experience in motor vehicle
- Strengthen “walking-on-lead”
- Proofing the “stay” command.
- Strengthen crate training and potty training
- Proofing to internal and external stimulus (phase 2; closer proximity)
- Visual/smell socialization with horses, other dogs.
- Desensitization to grooming (nail trimming, body wash ect)
- Children Visit x 3 one-hour play sessions.
- Modified behavior reinforcement: no biting or jumping up.
- 3 x visit to community park (viewed from the car – visual exposure to pushbikes, prams and people)
- Bunnings shopping experience
- Pet barn shopping experience
- Socialize with chickens, cat, sheep, horse ect
- Encourage agility obstacle course.



## HAND OVER TIME

At the end of our training program, we hand the keys to your pooch over to you. But to ensure you're confident to continue-on with the whole training and socialization process, we include a complete a 1-hour handover session. During this process, we run you through all of the essential information, hints and tips to keep you and your doggo on the right track as you move forward together.

This hand-over session can be conducted in-person, or if you're interstate we can facilitate the hand-over session either online via Zoom, or with a phone call at a minimum.





## PRICE GUIDE

### **STANDARD “PUPPY PERFECTION” 4 WEEK COURSE**

**\$1500.00**

*Price includes standard puppy diet (puppy biscuits, chicken/beef mince, Milk Replacer) and treats.*

### **ADDITIONAL EXPENSES**

12-week vaccination: \$65.00

9-week worming medication: \$35.00

Bathurst to Sydney Airport Transfer (if required): \$250.00



*It is important to understand that this is an introductory “puppy” program and not a complete obedience course. Puppies of this age can-not reasonably be expected to execute the above criteria perfectly. However, this program provides the perfect platform for success and sets the necessary groundwork for you to continue with their training and progression.*

[www.dobermansaustralia.com.au](http://www.dobermansaustralia.com.au)

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