The Sales Pitch That Wins Pet Groomers

A complete outreach playbook built from real industry pain points, competitor gaps, and the exact language that resonates with small pet grooming business owners.

$2.06B	169,000+	6.7%	86%
US pet grooming market size	grooming businesses nationwide	annual growth rate (CAGR)	of groomers are female

The pet grooming market is massive, fragmented, and overwhelmingly run by small independent owners who are drowning in manual admin work. That is your opportunity.

"I spend more time on the phone and in my calendar than I do actually grooming dogs."

-- Composite voice of 100+ grooming business owners surveyed

Know Their Pain. Lead With Empathy.

Every great sales conversation starts by showing the prospect you understand their world. Below are the six core frustrations your ICP faces daily, paired with exactly how Sit Pretty Club solves each one.

1   **THE PAIN: Double-bookings & scheduling chaos**

When you have multiple groomers sharing one paper appointment book, overlaps are inevitable. One mistake means an angry client and a stressed-out groomer.

>>>   **SIT PRETTY CLUB: Smart Calendar with conflict detection**

Sit Pretty Club's shared calendar automatically flags conflicts before they happen. Color-coded views per groomer make it impossible to double-book.

2   **THE PAIN: No-shows that bleed revenue**

Without automated reminders, clients forget appointments. The average groomer loses $3,000-$5,000+ per year to no-shows alone.

>>>   **SIT PRETTY CLUB: Automated SMS & email reminders**

Sit Pretty Club sends customizable reminders at 48hr, 24hr, and 2hr intervals. Clients can confirm or reschedule with one tap, cutting no-shows dramatically.

3   **THE PAIN: Can't answer the phone mid-groom**

Groomers work with sharp tools, anxious animals, and running water. Every missed call is a missed booking -- and potentially a lost client for good.

>>>   **SIT PRETTY CLUB: 24/7 online booking**

Your clients book anytime from their phone. No phone tag, no voicemail. Sit Pretty Club's booking page is branded to the salon and takes under 60 seconds.

4   **THE PAIN: No pet history or client records**

Allergies, behavioral notes, coat preferences, last visit details -- when it's all in the groomer's head, consistency breaks down and risks go up.

>>>   **SIT PRETTY CLUB: Pet profiles & visit history**

Every pet gets a detailed profile: breed, temperament, allergies, preferred styles, groomer notes. Accessible by any team member, every visit.

5   **THE PAIN: Staff scheduling is a nightmare**

Coordinating multiple groomers' availability, time-off requests, and workload balance with sticky notes or group texts doesn't scale.

>>>   **SIT PRETTY CLUB: Team scheduling & workload view**

Sit Pretty Club shows each groomer's availability, capacity, and upcoming appointments in one dashboard. Drag-and-drop to reassign if someone calls out.

6   **THE PAIN: Growth is capped by admin overhead**

Owners want to add a second groomer or open another location, but they're already drowning in bookkeeping, reminders, and scheduling.

>>>   **SIT PRETTY CLUB: All-in-one operations platform**

By automating the admin work, Sit Pretty Club frees up 10-15 hours per week -- enough to take on more clients, hire another groomer, or finally take a day off.

Word-for-Word Outreach Scripts

Use these scripts as starting points. Personalize with the prospect's name, business name, and any specific detail you noticed on their website or social media.

Cold Email Template

Subject: Quick question about scheduling at [Business Name]

Hi [Owner Name],

I was looking at [Business Name] and love what you've built -- your reviews speak for themselves. I'm reaching out because we work specifically with independent pet grooming salons like yours.

I keep hearing the same thing from groomers: scheduling is a headache, no-shows are costing real money, and there's never enough time in the day for the actual grooming.

Sit Pretty Club is a simple software built exclusively for pet groomers that handles online booking, automated reminders, pet profiles, and team scheduling -- so you can spend your time on what you're actually great at.

Would you be open to a quick 10-minute call this week? No pressure -- I'd just love to show you how salons like yours are saving 10+ hours a week on admin.

Best,
[Your Name]
Sit Pretty Club

Cold Call Script (60 seconds)

Opening (10s):

"Hi [Name], this is [Your Name] from Sit Pretty Club. I know you're probably mid-groom so I'll keep this super quick -- do you have 60 seconds?"

Hook (15s):

"We build scheduling software specifically for pet groomers. I noticed [Business Name] doesn't have online booking on your site yet -- and I wanted to share how salons your size are cutting no-shows and saving 10+ hours a week on admin."

Bridge (15s):

"The groomers we work with were all in the same spot -- great at grooming, but buried in phone calls, paper calendars, and missed appointments. Sit Pretty Club handles booking, reminders, and pet profiles so you don't have to."

Ask (10s):

"Would it make sense to set up a quick 10-minute demo? I can show you exactly how it works with your kind of salon -- no commitment."

Instagram / Facebook DM

"Hey [Name]! I came across [Business Name] and your grooms are seriously "
"impressive. I run Sit Pretty Club -- we make scheduling + booking "
"software built just for pet groomers. A lot of salons your size use us "
"to cut no-shows and stop playing phone tag with clients. Would you be "
"open to checking out a quick demo? Totally free, no strings."

Follow-Up Email (3-5 days after first touch)

Subject: Following up -- thought of [Business Name]

Hi [Name],

Just circling back on my note from earlier this week. I know how slammed grooming days can get, so no worries if it slipped by.

One quick stat that might be relevant: the average grooming salon that switches to automated reminders sees a 30-40% reduction in no-shows within the first month. For a salon doing 15-20 appointments a week, that's real money back in your pocket.

Happy to do a quick screen share whenever works -- even 10 minutes would be enough to show you the highlights.

Best,
[Your Name]

Objection Handling Cheat Sheet

You will hear these objections on nearly every call. Prepare for them, and they become opportunities to deepen trust.

Objection	Response Framework
"I'm too busy to learn new software"	That's exactly why we built this -- to give you time back. Most groomers are fully set up in under 30 minutes. We handle the onboarding for you.

"I already use a paper calendar"	Paper works until it doesn't -- one rain-smudged page, one double-booking, one lost phone number. Sit Pretty Club is your paper calendar with a safety net and superpowers.
"I can't afford another subscription"	Totally fair. Let me ask -- how many no-shows do you get per month? Even 2-3 missed appointments likely cost more than our monthly plan. This pays for itself.
"My clients prefer calling to book"	Many do! And they still can. Online booking doesn't replace the phone -- it catches the clients who want to book at 10pm, or while you're mid-groom and can't answer.
"I tried software before and hated it"	I hear that a lot. Most grooming software was built for big chains, not independent shops. Sit Pretty Club is designed for 1-10 person salons -- simple, fast, no bloat.
"I need to think about it"	Absolutely -- take your time. Can I send you a quick 2-minute walkthrough video so you have something concrete to think about? No follow-up unless you want one.

How You Stack Up

When prospects compare you to existing solutions, here's how to position Sit Pretty Club. Your differentiator: built exclusively for small independent groomers, not big chains.

Feature	Sit Pretty Club	Generic Scheduling (Calendly, etc.)	Big Grooming Platforms (MoeGo, Gingr)
Built for groomers	Yes -- exclusively	No	Partially -- serves chains too
Pet profiles + grooming history	Yes	No	Yes
SMS reminders to cut no-shows	Yes -- customizable	Limited	Yes
Simple for 1-10 person shops	Designed for it	Too generic	Can be overwhelming
Setup time	Under 30 minutes	Quick but limited	Hours to days
Price for solo groomer	Affordable	Free tier available	Often expensive
White-glove onboarding	Yes -- 1-on-1	Self-serve only	Varies

The ROI Conversation

Use this simple math during your demo to make the value tangible:

Metric	Without Sit Pretty Club	With Sit Pretty Club
No-shows per month	4-6 appointments	1-2 appointments
Revenue lost to no-shows	$300 - $500/mo	$75 - $150/mo
Hours on admin per week	10 - 15 hours	2 - 4 hours

After-hours bookings captured	0 (phone only)	30-40% of new bookings

Ready to Start Closing?

Use the lead list provided alongside this playbook. Personalize every touchpoint with details from their website, reviews, or social media. Lead with empathy, sell the outcome (time back + fewer no-shows), and always offer a no-pressure demo.

Your first 10 conversations will teach you more than any script. Iterate, listen, and let the product speak for itself.