

LAURA LAAMAN & ASSOCIATES

Proven to Help Progressive Companies **SELL MORE**

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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LAURA LAAMAN & ASSOCIATES INTRODUCES REVENUE GENERATING SERVICES FOR VETERINARY PRACTICES

Veterinarians Invited To No Cost Seminars in CT and NJ in December 2011

WILTON, CT, October 25, 2011—Laura Laaman, award-winning speaker, author, sales trainer and consultant, announces a new Revenue Boot Camp customized for veterinary practices. This Revenue Boot Camp will provide the same proven techniques and strategies that have helped thousands of pet lodging and day care facilities realize dramatic revenue increases—even in a difficult economy. As an introduction to the veterinary community, this one-time seminar valued at \$995 will be presented free of charge.

Revenue Boot Camp for Veterinarians and Practice Managers will be delivered on Wednesday, December 7, at the Sheraton Hotel in Stamford, CT, and on Wednesday, December 14, at the Hilton in Short Hills, NJ. The half day seminar will be held from 1 p.m. – 5 p.m. at both locations.

Revenue Boot Camp is part of Laura Laaman and Associates' *Outstanding Pet Care Consulting Program* (www.outstandingpetcare.com) which has helped thousands of pet lodging facilities across the United States, Canada and Europe to significantly increase revenue while improving care. The customized program for vets provides client-friendly techniques that promote pet wellness by effectively increasing compliance. These strategies contribute to healthier pets, happier pet parents, and substantially increased practice revenue.

During Revenue Boot Camp, Laura Laaman will deliver an energizing presentation that empowers veterinarians and their practice personnel to boost profits.

Topics covered will include:

- **Turn your Phone into a Revenue Generating Machine**
- **Convert Inquiries into Appointments instead of Sending them to your Competition**
- **How to Highlight Your Practice's Superiorities**

For more information and to register for Revenue Boot Camp for Veterinarians, visit www.OutstandingPetCare.com or call 203-379-1271.

ABOUT LAURA LAAMAN & ASSOCIATES

For over 20 years, Laura Laaman & Associates has helped pet care facilities boost business by empowering them with proven and effective sales, management and customer service skills. The firm has served countless Fortune 500 companies such as Allstate Insurance, Xerox, Kodak and Invisible Fence, in addition to many smaller businesses in a variety of industries. To date, Laura has helped companies generate hundreds of millions of dollars in increased revenue. For more information about Laura Laaman & Associates call 888-SELL-MORE or visit: www.LauraLaaman.com

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