PARAGON
PET GROOMING SCHOOL

Holiday Grooming
SUCCESS GUIDE

Helping Clients Stay Holiday Ready

HOLIDAY PLANNING TIMELINE

OCTOBER

- Full Groom
- Encourage clients to pre-book Thanksgiving & Christmas
- Discuss desired holiday length
- Recommend maintenance appointment if keeping coat longer

NOVEMBER

- Maintenance Appointment
- Bath & Brush
- Feet Trim
- Face Trim
- Sanitary Trim
- Nail Trim
- Rebook December appointment

DECEMBER

- Full Holiday Groom
- Check in on home brushing & coat care
- Schedule January appointment before they leave

The earlier you book, the better for everyone!
Encourage clients to secure their holiday appointments before calendars fill up.

MAINTENANCE APPOINTMENTS

A maintenance appointment may include:

- Bath
- Blow Dry
- Brush Out
- Feet Trim
- Face Trim
- Sanitary Trim
- Nail Trim
- Ear Cleaning

BENEFITS

- Keeps pets clean, comfortable & healthy
- Helps maintain longer holiday styles
- Reduces matting and tangles
- Makes the next full groom easier
- Happy pets & happy clients!

CLIENT CONVERSATION STARTERS

"Since we're leaving Bella a little longer for the holidays, I'd recommend a bath with a feet, face, and sanitary trim in about 3–4 weeks. That will help keep her coat in great shape until her next full groom."

"Holiday appointments fill quickly. Let's go ahead and reserve your Thanksgiving and Christmas appointments today so you get the dates and times you prefer."

"A maintenance visit helps us keep that fluffy holiday look healthy and manageable between full grooms—and your pet will look and feel amazing for all those holiday photos!"

HOLIDAY SUCCESS TIPS

- Open holiday booking early.
- Encourage pre-booking before clients leave.
- Recommend maintenance appointments for longer trims.
- Educate clients on home brushing & coat care.
- Set realistic expectations for coat condition & length.
- Schedule your own time off early!

A planned groomer is a less stressed groomer!

WHY CLIENTS LOVE MAINTENANCE VISITS

Cleaner Face
Eyes stay clear & their face looks fresh.

Tidy Feet
Neat, comfortable feet between full grooms.

Fresh Between Grooms
Clean, soft, and smelling great.

Less Matting
Regular brushing + maintenance keeps coats manageable.

Ready for Holiday Photos
Look their best for gatherings & memories.

Happier, More Comfortable Pets
A happy pet makes for a happy home!