



7 Traits of High Quality Pet Stylists

By Melissa Verplank



The best do not see obstacles,
they see opportunity.

When others wonder **IF** it can be done,
exceptional stylists only wonder **WHICH** way
is the best and safest.

Are YOU doing your personal best?

1) Appreciation of Knowledge

- ◉ Learning is addictive – and profitable.
- ◉ Know the basics – you can't build a skyscraper if your first floor is weak. Strong foundations = stronger structures!
- ◉ Effects are immediate. You can apply what you know right away and see results. Even if it's a #7 shave off, a knowledgeable pet stylist will always try to improve the dog's appeal.
- ◉ They draw upon their extensive experience to complete each task – and most of it is not learned in school!

2) Value High Quality Products & Tools

- It's impossible to get the best results with poor tools.
 - You can't get a sharp cut with a dull blade.
- Invest in the best. **Period.**
 - *Use tip money for new thinners. Skip Starbucks once a week and use that money toward a better brush.*
 - *An investment in better tools is an investment in yourself.*

3) Self Confidence

- High-quality pet stylists evaluate situations better.
- They can make better decisions and see more options.
- There will always be options for the pet based on:
 - Coat condition
 - Pet temperament
 - Time available
 - The amount of money the client is willing to spend.

4) Self Confidence

- Know the different between confidence and arrogance.
 - *Confidence is healthy – arrogance leads to mistakes due to an inflated ego.*
- There is always room for personal growth.
- Confident people aren't threatened by the success of their peers – the student should become the teacher.

5) Understand Canine and/or Feline Psychology

- High-quality pet stylists are keen observers.
- They understand canine and feline body language.
- A high-quality pet stylist will always try to gain the trust and understanding of the pet they are working on.

6) Compassion for the Pet

- High-quality pet stylists are compassionate to the needs of the pet.
- Each pet is unique, with different tolerances to standard grooming and practices.
- High-quality pet stylists will always live by the Golden Rule – remain calm, cool, and collected at all times.

7) Always Push to Improve

- Master one technique, one skill, one breed - there's always more to learn.
- Learning and improving is a never ending journey.
 - *If you think you know it all, your journey is over. Are **you** where you want to be?*