

## Cat Grooming Seminar Topics

**By Danelle German**

### **Who's Grooming the Cats? (1-2 hours)**

Adding or expanding cat grooming services can increase revenue in any grooming business. Knowing how to tap into this huge market and turn cat owners into patrons who frequent a grooming business on a regular basis is hard. But it can be done! And it can be done with great success! During this seminar, Danelle will cover how to get cat clients, how to retain them, how to price services for profitability, and how to up-sell to increase revenue.

### **Cats: Armed and Dangerous! (1-2 hours)**

The keys to success and safety when dealing with aggressive felines include working with confidence, speed, and an understanding of a cat's reactive behavior. During this lecture, Danelle will show you how to perform a quick and thorough pre-assessment on every cat you groom, as well as equip you with the knowledge to make smart decisions on what cats to groom and how best to groom them. Handling techniques will be demonstrated on a live cat.

### **Purrfect Grooming for Every Cat (1.5-2 hours)**

Danelle German's many years in the show ring led to the launch of a successful feline-exclusive grooming business. The things she learned both in-ring and in-salon are the foundation for her award-winning, internationally recognized cat grooms. What ingredients make a perfect cat groom? What style options are available and which are appropriate for each cat? These questions and more will be answered as Danelle shares her tips and tricks on show-quality cat grooming while performing a live groom demo.

### **How to Safely Groom Cats and Make Money at the Same Time (2 hours)**

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