

NYSVMS Practice Connect

Ambassador Conversation Guide

Purpose

Build relationships with veterinary hospitals, understand their perspectives, and create a pathway for ongoing connection with NYSVMS.

This is not a sales conversation.

Your Role

- Represent the profession as a peer
 - Listen and learn
 - Share relevant information (briefly)
 - Open the door for future engagement
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Conversation Flow

1. Open (2–3 minutes)

“We’ve been reaching out to practices across the state just to stay connected and hear how things are going.”

2. Learn (8–10 minutes)

Ask 2–3:

- How are things going at the practice right now?
 - What are the biggest pressures you’re facing?
 - What’s been most challenging recently?
 - What’s going well?
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3. Explore Connection (5–7 minutes)

- How connected do you feel to the broader veterinary community?

- Do you engage with NYSVMS or similar organizations?
 - What do you find most valuable from those groups?
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4. Share (3–5 minutes)

Tailor based on what you heard:

“NYSVMS has been focused on supporting practices through advocacy, education, and strengthening connections across the profession.”

5. Invite (2–3 minutes)

“We’re working to build stronger connections with practices across the state. Over time, that can lead to deeper involvement — including membership — but the first step is simply staying connected.”

6. Close

- Would it be okay for someone to follow up?
 - Who else should be included?
 - What’s the best way to stay in touch?
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After the Visit

Record:

- overall tone
 - key themes
 - level of interest
 - suggested next step
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Remember

Listen → Understand → Share → Invite