**Effective Spay/Neuter Talk - Building Rapport**

If you find someone unwilling to discuss spay/neuter, you may have skipped an important step in the process – building rapport! Follow these tips to build rapport before asking about spay/neuter:

1. Be prepared! Always have your Outreach Toolkit ready when doing outreach
2. Smile as you approach
3. Open with something positive, like “Hi there! What a great looking dog! Do you mind if I say hello?”
4. Follow up with conversational question - “What is his/her name?”
5. Greet the pet by name, then ask “How old is he or she?” – this will tell you if you need to go further – if the pet is over 6yrs, you can thank them & bid them a wonderful day.
6. “Have you ever thought about spaying her?” – this is a very casual question, like it doesn’t matter that much to you
7. One of the keys to building rapport is LISTENING to the person you are conversing with. Let the conversation flow naturally but ask more questions & let them do the talking.
8. If the answer is no, ask “Are you planning to breed him?”
9. “Have you heard about our FREE program for pets?”
10. Based on the answer to this question, proceed with options in Neuter Nuggets
11. Remember: this is a marathon, not a sprint. End every conversation on a positive note, regardless of the outcome. Thanking people for their time & offering to notify them of upcoming free services will ensure they will be willing to speak to you again in the future (and may even recommend their friends & family).

**Things to avoid:**

Avoid using the words “responsible” or “educate.” We are not here to “educate” people on how to be “responsible” pet owners. We are here to “share information” on the “free pet wellness services” offered by the ASPCA.