

Momentum Field Guide



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How to navigate confident cost conversations

Cost conversations with horse owners don't always come naturally, but they can get easier with a little bit of practice!

Use this tool as a fun and helpful way to role-play discussions, without the pressure. Scroll through each card to test your instincts, uncover exclusive tips and discover ways to share the CareCredit credit card with ease.



What would you do?

The owner is on the fence about moving forward with care after learning the cost.



Scroll for tip 1 

Tip 1

If the horse owner is unsure about how to move forward with your recommended treatment, be sure to:

- ✓ Ask questions to find out the concern and what their priorities are.
- ✓ Show that you understand and be supportive. Use phrases like, "We can help find a payment option that's best for you."



Pop quiz!

When is the best time to talk about CareCredit's financing?



Scroll for tip 2 

Tip 2

Every chat is a chance to mention CareCredit. Bring it up when scheduling, reviewing the treatment plan or at checkout—especially if cost concerns come up.



Uh-oh!

When it's time to pay but the horse owner isn't present or they forgot their card, what's the best approach?



Scroll for tip 3 

Tip 3

If a cardholder forgot to bring their CareCredit credit card to an appointment, that's no problem! CareCredit features are integrated in your practice management software, so you can easily look up their account and process their payment in one platform. They'll be on their way in no time! If the cardholder isn't present, direct them to the custom link to pay.



This is your moment!

A horse owner says they're interested in applying for CareCredit. How can you make the process seamless for both of you?



Scroll for tip 4 

Tip 4

Give horse owners a fast and friendly way to apply for the CareCredit health and animal credit card by sharing your custom QR code. Keep QR code materials on hand so they can learn about financing options, see if they prequalify, apply and pay, all on their own device. This makes the experience a smoother ride!



Pop quiz!

What types of equine care can be paid for with the CareCredit credit card? Hint: It may be more than you think!



Scroll for tip 5 

Tip 5

Let horse owners know they can use the CareCredit credit card for every moment of care, including:

- ✓ Wellness exams
- ✓ Unexpected illness or injury
- ✓ Surgery
- ✓ Parasite control
- ✓ Diagnostics
- ✓ And much more



What if:

The horse owner is questioning some recommendations in the treatment plan.



Scroll for tip 6 

Tip 6

Be sure to communicate the value of care for their horse's long-term health. You can also use the Payment Calculator to show them how CareCredit helps them fit care into their budget.



**What are some
best practices
when it comes to
having proactive
cost convos?**



Scroll for tip 7 

Tip 7

Horse owners don't want to be surprised by the final bill when it's time to pay. Be sure to:

- ✓ Communicate costs early
- ✓ Use the Payment Calculator to show how CareCredit helps fit care into their budget
- ✓ Show owners you're a partner in their horse's care journey





Keep the momentum going!

Now that you've practiced going through scenarios, let's put your skills in action. Get in touch to create your full Momentum Action Plan to help meet your goals.

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