

## **PUPPY CURRICULUM NOW AVAILABLE FROM DOG\*TEC'S SUITE OF DOG TRAINER PRODUCTS**

A professionally designed and very different curriculum package for Puppy Training Classes is now available from business consultancy dog\*tec.

**Sixes, OR (PRWEB) July 6, 2009** — dog\*tec has added The Puppy Curriculum, a fully scripted positive reinforcement curriculum package, to its suite of business tools for dog trainers. “Dog trainers often struggle to keep clients engaged throughout the full course of a class,” says Veronica Boutelle, MA Ed., CTC, business consultant and dog\*tec’s founder, who also teaches curriculum design and classroom management to dog trainers. “Terrific professionals who get rave reviews may still lose clients along the way. Or they see less repeat business than they rightfully should.”

The problem, according to Boutelle, is the design of traditional dog training classes in which dog owners learn a number of isolated behaviors or commands in the classroom that rarely transfer successfully to the distracting environment of the outside world. Plus, traditional classes don’t support the teaching of students, human and canine, who are at different skill levels.

The Puppy Curriculum addresses these and other common problems. An Open Enrollment option means clients with new puppies can start anytime instead of missing out on important puppy socialization time or having to choose a different training class. The self-contained course design allows trainers to teach clients and dogs at varying skill levels and with different learning styles in the same class. And contextual learning through real or simulated situations like visits to the vet or dog park teaches clients real-life application rather than isolated commands, setting them up for success outside the classroom.

The package covers all the basic puppy training behaviors, a variety of training concepts, as well as prevention topics like house training, socialization, handling, and bite inhibition. It is available at an introductory price of \$550 until July 15, and at the standard price of \$600 afterward (ships July 31).

dog\*tec is a full-service business and marketing consultancy. The company helps dog professionals set up, operate, and prosper in their chosen field, be that dog training, dog walking, pet sitting, dog day care, or dog boarding. They offer one-on-one business and marketing consulting, business tools and services tailored to dog pros, workshops, dog walking certification, and more.