

Dog Training Services

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**Biting off
More than You Can Chew**



What is a Dog Trainer?

- Dog Trainer/Instructor - no degree necessary, might be “certified”
- Veterinarian Behaviorist - has a medical degree
- Behaviorist - a vague term with no real definition
- A trainer might do behavior modification but not be a veterinarian behaviorist







Qualifications



What a Trainer Should Know

- History of dog training
- Animal learning
 - Classical and operant conditioning
 - Positive and negative reinforcement
 - Positive and negative punishment
 - Generalization, habituations
 - Counterconditioning and desensitization



What a Trainer Should Know

- Dog Behavior
 - Dog development
 - Genetics of behavior
 - Fixed action patterns
 - Body language
 - Breed characteristics



Philosophies



Business



Compensation/Pay

- Leasing/buying your own facility
- Renting from another pet business
 - Take a commission based on what the trainer brings in
 - Split the training 50/50
- Working for Petsmart, Petco, or local park district

Training Environments

**SAFETY
FIRST**

Types of Classes

- Basic family pet training
- Competition training
- Sports: agility, flyball, rally-o, tracking, etc.
- Just for fun: trick training
- Specialty training: therapy dogs, service dogs

Trick Training

Agility



Training Formats

- Private lessons at your office
- Board and train programs
- Private lessons at the owner's home
- Group classes

Private Lessons

- Housetraining classes
- New puppy headstart classes
- Behavioral modification
- Dayschool
- Basic obedience










