

Help your clients get healthy with the

Healthy Start Program

iVet[®]
PROFESSIONAL FORMULAS

**iVet is Vet
Exclusive!**

iVet Professional Formulas were started by veterinarians for veterinarians in order to benefit pets. iVet has created a superior quality product with the long-term health of your client's pets in mind. Nutrition plays a vital role in pet health and veterinary exclusivity allows you to offer quality nutrition as part of an overall Wellness Program. The Healthy Start Program provides a trial bag of food for qualified

customers (8# canine or 3.5# feline) allowing an adequate sample size for the pet - not just a taste sample.

This program also dramatically increases client contact which can result in better care for the pet, improved compliance with health maintenance protocols and increased incremental revenues. All-in-all, the Healthy Start Program from iVet is a great way to promote proper nutrition to your clients and build your business with a minimal investment. Take these steps to watch your sales grow!



- Spend a few minutes explaining the benefits of proper nutrition to your client.
- Offer a FREE 8# dog food or 3.5# cat food bag for trial feeding.
- Record the client's information on the trial program record provided.
- Follow-up with a phone call in 7-10 days about the pet's condition and the food's performance.
- Remind the client to stop in and purchase the next bag of iVet.
- Re-cap the Healthy Start Trial form and send to RFG Distributing - and you'll receive an account credit for the 8# dog food or the 3.5# cat food.

To qualify for the iVet Healthy Start Client Trial Program, purchase the recommended iVet products. Contact Adam Potts, RFG Vet Account Sales Manager or iVet Sales Rep, Dan Koepp at 763.464.9181, for more information.

Meet Adam Potts: RFG's Veterinary Account Sales Manager



Adam Potts has had many positions during his five years at RFG and is looking forward to this new opportunity as Veterinary Account Sales Manager. He began in the warehouse, picking orders and was soon promoted to Manager of the Hard Goods Division. From there he took an Assistant Buying Position and has now moved into sales. In his own words, "I look forward to better learning the product lines as well as how they fit the needs of my customers." Adam can be reached by phone at: **1.800.733.7115 ext. 120** or by email at: **apotts@rfgdistributing.com**.

Customer Care: Self Examination

During a time when pay phones were popular in small stores such as drug stores and hardware stores, a store owner overheard a young boy calling who the store owner thought was a prospective customer, for this boy's "after school lawn mowing business".

The young boy was trying very hard to sell this potential customer on new lawn service. The store owner listened intently. Every feature the young boy brought up to the customer, such as edging, fertilizer, grass removal, clean sidewalk and so on, the prospect answered with 'my needs are being met'. After finally giving up, the boy said thank you and goodbye.

The store owner having overheard, and being very impressed, offered the boy a job in his store. The boy said "No thanks, I already have a job. I do yard work, and that was one of my customers; I was just checking to see how good of a job I was doing."

Don't assume your customers will continue doing business with you because 'you're a nice person'. If a customer can get the same products and the same level of service elsewhere, they will. Doing business with someone who demonstrates care will almost always keep a customer.

Now, the obvious question to anyone responsible for acquiring and/or retaining customers is; would you get the same response from your customers as the young boy received? Make the call.

About the author: Ron Hequet; Principal of Hequet & Associates, P.C., a Management Consulting and Accounting Services firm with clients in multiple industries all across the U.S. and Business Solutions Resource, seminars and keynote speaking. 800.350.5700, Ron@HequetAssociates.com, and Ron@BSRseminars.com.