



UNLOCKING the Hidden Profits in Pet Foods

- ❑ Pet's eat approximately ½ their body weight in food per month.
 - ✓ Toy breeds eat a little more, large breeds a little less
- ❑ Prescription Diet® foods bring in more than \$1.00 profit/pound
 - ✓ Depending on product, bag size, species, & form
- ❑ Under Hill's Terms, (Net 20 Prox), clinics generally have an average of 35 days to sell food before they have to pay for it.
- ❑ With attention to inventory levels and an understanding of Hill's Terms, a clinic could have close to \$0 invested in current inventory.
- ❑ Markup is irrelevant in determining product profitability.
 - ✓ Remember, it's all about "Earns" times "Turns"
- ❑ Pet owners spend 1.5 times as much on food as they do veterinary services.
- ❑ Approximately 4-5% of pet foods are sold thru veterinarians.
- ❑ Approximately 90% of pets could benefit from therapeutic nutrition.
- ❑ Pet owners who regularly purchase food from your clinic spend upwards of \$200 more in veterinary services.
- ❑ Pet owners shop on-line for convenience, better prices, more variety, and lower shopping expenses.
- ❑ When recommending pet foods, remember the following:
 - ✓ Ask for Permission
 - ✓ What do you feed?
 - ✓ Why do you feed it?
 - ✓ Are you open to change?
- ❑ Follow-up with all clients to ensure they understand your feeding recommendations.

