



# What's in Your New Pet Pack?

*(And why the 101 Essential Tips client education books should be!)*

The #1 factor that pet owners consider when choosing a veterinarian isn't pricing or the quality of medicine you practice. It's the **degree to which you and your team demonstrate to your clients how interested you are in their pet's overall well-being!**<sup>1</sup>

The data shows that puppy and kitten packs (new pet packs) are an easy and effective way to clearly show your clients that you are interested in their pet's overall well-being.<sup>2</sup> Because you give these to clients during their first visit, new pet packs are a great tool to establish these trust-based bonds with your clients EARLY on. You know what they say about "first impressions" and how the vet-client relationship helps build your practice!<sup>3</sup>

New pet packs are also an easy way to exceed your client's expectations. Very few pet owners expect to receive a new pet pack from their vet (just 16.46% of cat owners, and 22.24% of dog owners), yet the vast majority would appreciate receiving one (77.85% of cat owners, and 65.56% of dog owners).

## [Some new pet packs WOW clients more than others.](#)

Pet packs with a higher client-perceived cost and those with higher client-rated information strongly show clients that you care about their pet's overall well-being:

	<i>Impact of perceived cost and quality of information on clients feeling like their vet clinic cares about a pet's overall well-being</i> <i>(Average score, 0-100 scale)</i>	
	Dog Owners	Cat Owners
Average of all packs	78.06	79.44
Cost: Free - \$10	75.56	76.21
<b>Cost: \$10 - \$25</b>	<b>83.64</b>	<b>84.76</b>
Cost: \$25+	85.57	99.00
Info: 1-3 stars	57.88	18.67
Info: 4-7 stars	71.45	72.56
<b>Info: 8-10 stars</b>	<b>86.42</b>	<b>87.96</b>

Another factor that can help you build strong relationships and a sense of loyalty with clients is to show them how much you appreciate them. The data shows that new pet packs are also an easy and effective way to accomplish this.<sup>2</sup> Packs with a higher client-perceived cost and higher client-rated information emphatically show how much you appreciate your clients:

	<i>Impact of perceived cost and quality of information on clients feeling like their vet clinic appreciates them</i> (Average score, out of 0-100 scale)	
	Dog Owners	Cat Owners
Average of all packs	76.95	82.73
Cost: Free - \$10	74.16	78.74
<b>Cost: \$10 - \$25</b>	<b>83.62</b>	<b>89.94</b>
Cost: \$25+	85.57	96.00
Info: 1-3 stars	56.13	25.67
Info: 4-7 stars	72.69	82.13
<b>Info: 8-10 stars</b>	<b>90.08</b>	<b>87.60</b>

**This survey data shows that the key to getting the best ROI from your new pet packs is having a client-perceived value between \$10-25 AND containing information that your clients truly want and find valuable/useful (rated 8-10 stars).**

#### Packs that Include *101 Essential Tips* Books vs. “Traditional” Packs

The tables above show how the range of traditional new pet packs perform and accomplish these important “client bonding tasks.” By comparison, here’s the degree to which **101 Essential Tips (Health & Safety)** books help you show your clients that you (1) care about their pet’s overall well-being and (2) appreciate them as a client, all by themselves:

	Cat Owners	Dog Owners
On a scale of 0-100, how clearly would receiving this book from your veterinarian show you that they want to <b>help you keep your new pet happy, healthy, and safe?</b>	98.75	89.12
On a scale of 0-100, how clearly would receiving this book from your veterinarian show you that they <b>appreciate you as a customer?</b>	99.13	87.44

**Even if the 101 Essential Tips book were the only thing in your new pet pack, it would rank in the top tier of performance, showing your clients that you care about the overall health and safety of their pets and appreciate them as a customer.**



## Why Do the 101 Essential Tips Books Out-Perform “Traditional Packs”?

### Client-perceived value:

The books have a listed \$11.95 MSRP, placing the client-perceived value of the gift into that higher-performing \$10-25 range. This value is even further reinforced when you also sell the books at your front desk, and clients see that you’ve *given* them a book that you sell to others for \$11.95. The book only costs your clinic \$4.98 per unit.

### Client rating of information:

Your clients HIGHLY value the information contained within these books. We asked pet owners to rate the information they were given in their traditional packs and the information in the **101 Essential Tips** book, using a 0 to 10-star scale.

	Cat Owners	Dog Owners
Value of information from “traditional packs”	7.24	6.56
Value of information from <b>101 Essential Tips</b> books	9.67	9.54

### *Additional Value Adds for New Pet Packs*

If you want to go “above and beyond,” you can add some of the items from the lists below. The majority of survey respondents indicated they would also like to see these things in their new pet packs:

Cats	Dogs
Sample bag of recommended cat treats (68.78%)	Sample bag of recommended dog treats (56.58%)
Sample bag/can of recommended cat food (63.80%)	Local pet ER hospital(s) info (55.51%)
Cat toy (62.90%)	Pet first-aid kit (54.80%)
“In Case of Fire” window cling (57.92%)	Recommended dental chew sample (52.67%)
Pet first-aid kit (54.30%)	Recommended parasite prevention medication sample (51.25%)
Local pet ER hospital(s) info (50.23%)	“In Case of Fire” window cling (50.53%)

## What Type of Information Do Pet Owners Want from their Vet?

Not all types of information are wanted or valued the same by pet owners. Pet owners in our survey were presented with nine different categories about which their vet could provide more information and resources.

### Information Category Options:

- Vaccines and diseases
- Behavior and training
- Parasite prevention (e.g., fleas, ticks, heartworms)



- Prevention and preparation for pet emergencies and illnesses (e.g., poisonous plants, household toxins, pet-proofing, first aid)
- Feeding & food recommendations
- Spay / neuter
- Awareness about local pet services (e.g., groomers, dog walkers, trainers)
- Dental care
- Pet insurance

Pet owners were asked to choose their TOP THREE categories that they want or consider valuable information from their veterinarian.

Ranking of Categories by Cat Owners (based on % included in top 3 votes):

1. Prevention and preparation for pet emergencies and illnesses (e.g., poisonous plants, household toxins, pet-proofing, first aid) **(64.00%)**
2. Vaccines and diseases **(57.50%)**
3. Feeding & food recommendations **(41.50%)**
4. Parasite prevention (e.g., fleas, ticks, heartworms) **(40.50%)**
5. Spay / neuter **(32.00%)**
6. Behavior & training information **(23.75%)**
7. Dental care **(17.00%)**
8. Pet insurance **(13.50%)**
9. Awareness about local pet services (e.g., groomers, dog walkers, trainers) **(10.25%)**

Ranking of Categories by Dog Owners (based on % included in top 3 votes):

1. Vaccines and diseases **(57.40%)**
2. Parasite prevention (e.g., fleas, ticks, heartworms) **(48.00%)**
3. Prevention and preparation for pet emergencies and illnesses (e.g., poisonous plants, household toxins, pet-proofing, first aid) **(46.00%)**
4. Behavior & training **(42.90%)**
5. Feeding & food recommendations **(40.90%)**
6. Spay / neuter **(24.54%)**
7. Dental care **(16.82%)**
8. Pet insurance **(12.03%)**
9. Awareness about local pet services (e.g., groomers, dog walkers, trainers) **(11.42%)**

Prevention and preparation for pet emergencies and illnesses is important to, and highly valued by, both your dog- and cat-owning clients. Just how important and highly valued is it?

To put a more exact number on it, we asked survey respondents how important it was to them for their veterinarian to provide them with information, advice, and awareness that helps them avoid and recognize emergencies, illnesses, and other problems with their pets. Here's what they said:

Average scores (based on a slider scale 0-100, 0=not at all important and 100=extremely important):

- Cat owners = 82.51
- Dog owners = 81.34



*This information is not just important to new or less-experienced pet owners, either. This is a consistent finding, regardless of the pet owner's experience level.*

When this data is sorted by self-reported experience levels, even experienced and pro-level owners consider this category as essential and valuable information to receive from their vet.

- Cat owners:
  - First-time owners: 87.85
  - Experienced owners: 82.34
  - Pro-level owners: 82.00
- Dog owners:
  - First-time owners: 82.93
  - Experienced owners: 82.21
  - Pro-level owners: 74.05

**Yet, when asked if they believe they're currently receiving enough of this type of information from their vet, 46% of both cat and dog owners indicated that they are NOT!<sup>2</sup>**

The **101 Essential Tips** books contain not only information about preparing and preventing pet emergencies and illnesses, but all of the other topics as well!

*So ... what's in your new pet pack? And is it working as hard for you as it could be?*

Visit [www.PreventiveVet.com/4vets](http://www.PreventiveVet.com/4vets) to order the **101 Essential Tips** client education books for your veterinary practice(s) today.

<sup>1</sup>Ontario Veterinary Medical Association: Pet Owner Survey, 2018

<sup>2</sup>Preventive Vet: New Pet Pack Survey, 2018 (Consisting of 900+ dog owner responses, and 500+ cat owner responses. Data on file)

<sup>3</sup>AAHA State of the Industry Report, 2014 (<https://www.aaha.org/publications/newstat/articles/2014-03/2014-aaha-state-of-the-industry-highlights-need-to-strengthen-multiple-bonds/>)

