

PRACTICE MANAGEMENT FOR OWNERS



As clinic owners, five veterinarians talk about how to influence doctors and help them adapt to a new product.

Once you decide to bring Bravecto into your practice you need to make sure your doctors are on board. This video gives ideas about how to help clinic staff prepare for a new product.

The best way to start the process is through lunch and learns. During this time you will be able to address any questions your team may have. It's important to talk to your team about new products before you bring them into the clinic and have them ready for clients.

This is a good time to discuss features and benefits with your reps, along with objections. Have your team brainstorm as many objections as they can think of so they can be ready with responses. Use the efficacy and safety studies to answer all the questions your doctors have. Being honest with your doctors and sharing why you want to bring in a new product helps them get on board.

When you add a new product on your shelf it's best to remove other products to streamline offerings. Too many choices can confuse your clients—they prefer to have trusted recommendations. Remember to be prepared to have an open discussion and dialogue with everyone about new products. Ensure everyone in the clinic is trained by addressing all the questions that may lead to recommendations.

Finally, when you have the product available, don't forget to make consistent recommendations to all your patients.

Craig Prior, BVSc, CVJ:

- Compliance as a definition is a measure of how well you are communicating with your clients or caring for your patients.
- It is expensive to get new clients into a clinic, it's better to see where you can improve with the ones you have. You do that by measuring compliance and digging into your own practice management software.
- Veterinarians have only one thing to sell: their knowledge. They can apply that knowledge by recommending the right parasiticide for a patient.

Mike Canfield, DVM:

- If your doctors feel that you are doing the best for each patient, and you are doing what is right, they will accept a new product.

Joel Sailor, DVM:

- Don't put a new product on the shelf until you have talked about it with your team.
- Take advantage of your sales rep visits to engage in a discussion about features and benefits of a product, as well as possible objections and how to respond to them.
- It is a known fact that if you give too many choices to a client it will confuse them. They prefer for you to tell them what they should use.
- Role-playing is key. It's not enough to only teach your staff about the product, they need to role-play to help them learn how to better communicate with clients.

Dan Markwalder, DVM:

- Begin the introduction of a product by sharing facts and answering questions about safety and efficacy with your doctors.
- Recognize that many veterinarians are resistant to change.
- To help with the process, give them the data and facts and make sure they understand why you are removing products and bringing in a new one.
- Make sure you answer all the questions your doctors may have.
- It is important for the staff to have central meetings to discuss the studies and to make sure all their questions are answered. (Remember to answer the "what if" scenarios.)
- Make sure you have an active dialog with your staff.
- One message, one voice—keep it simple.

Randall Bennett, DVM:

- Eight steps for awesome Bravecto sales:
 - Start with team training
 - Eliminate the competitive product
 - Sample employees
 - Make recommendations
 - Ask for the sale
 - Consider home delivery
 - Know your numbers
 - Establish goals and provide rewards.