



How to make a strong recommendation

91% of pet parents want a food recommendation. So make one!

Don't underestimate the extent to which your clients value your professional opinion.

Make a strong recommendation:



Offer a food that meets a need.

- Ask the pet parent questions about their pet, like breed, age, current food, any specific concerns like weight or activity levels, other pets



Be clear and specific.

- Avoid saying, "You could use any of these three products"



Explain why you are making your recommendation:

- Cover how the food works and elaborate on some of its features and how these benefit a pet
- Knowing just one or two key benefits of the food, or why Hill's is the no. 1 pet speciality brand, can support your recommendation



Share a success story:

- "I feed this food to my own pet and am very happy with it" or "I have had great feedback from other pet parents on this particular food"

Cost is seldom a true objection for a pet parent when you can establish the value of feeding Hill's. By giving them the best recommendation, you are helping pet parents understand what the right food is for a long and healthy life. Following this, the choice becomes theirs.



Your reputation depends on it.

Recommend products from a reputable business, so that your customers benefit from quality customer service, stock availability, on-going promotions and fair exchange policies.



