

Promoting Excellence
in Animal Health Sales

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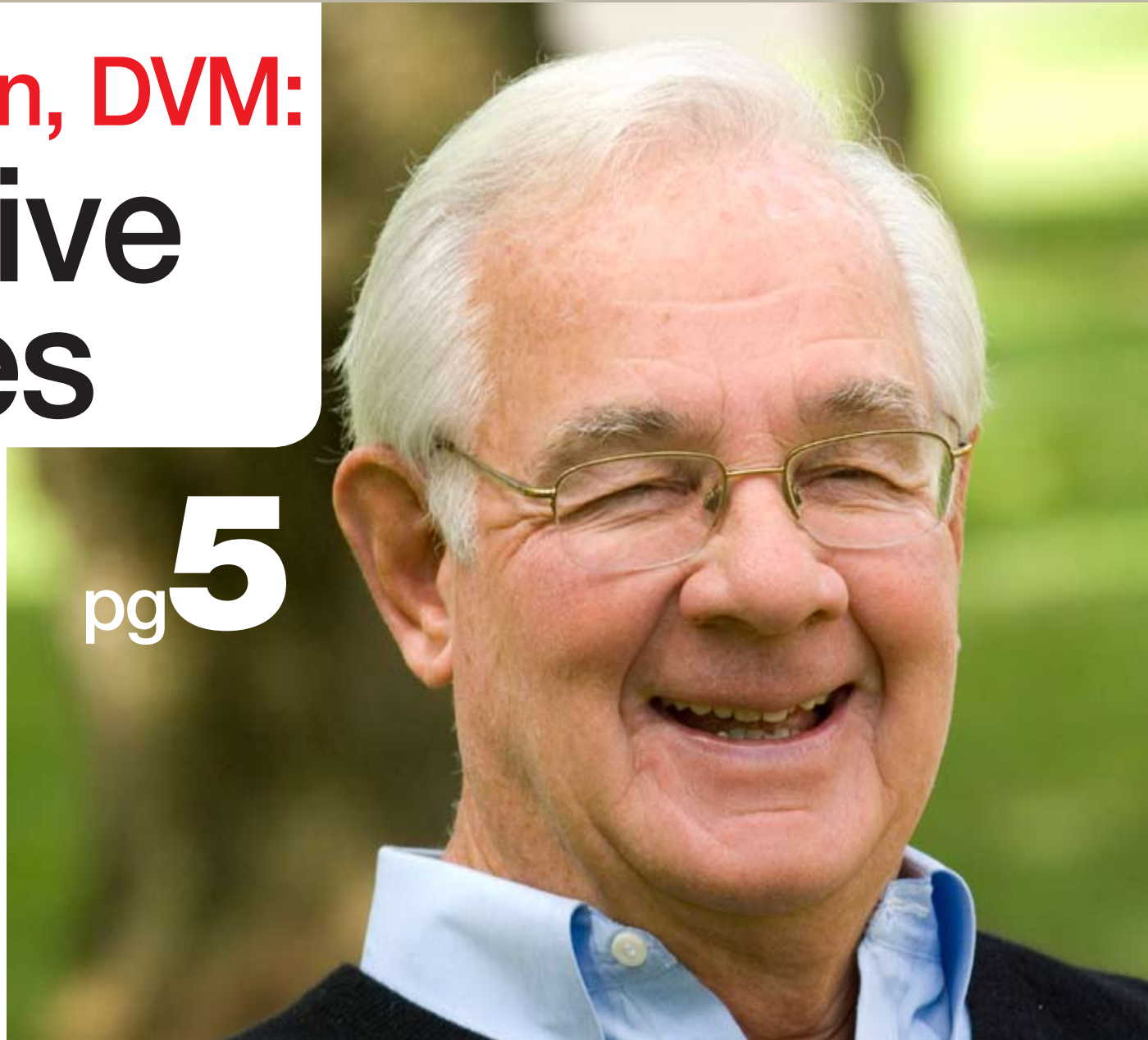
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Now is the Time to Chase Share



I think we would all agree that we are experiencing some tough economic times, although things have brightened a bit over the last month or two. Unfortunately, the next 12 months are likely to bring much of the same. And it could get worse if some of the legislation being considered in Washington is actually passed, like cap and trade, healthcare reform and a potential second stimulus. Bigger taxes, more government involvement in our economy and huge increases in government debt are not quite the elixir our economy needs to get back into a growth mode.

Fortunately, the animal health industry is still a growth business, although we're not clipping along at the levels of growth we've seen over the past few years. The general economy does have an effect on our customers who may be delaying capital equipment expenditures or trying to do more with less until they feel comfortable we are in a recovery mode. The good news is that times like these are the best for increasing your market share. Not only are your customers looking for improved solutions that can help them increase revenues and operate more efficiently, but many of your competitors are not investing the resources they once did in reaching and influencing them.

Now is the time to make a difference in your customers' businesses. Start by taking your top 20 accounts and really analyze their needs. After doing your homework, begin to bring in new products and services that you believe will improve their practices. Then target 20 new accounts and try to set up an appointment with them to bring in a new and unique product that will get them excited about doing business with you. Get back into a cold calling mode. And always bring a product to detail. Create a list of your top 10 manufacturers and ask them to teach you about their products. Schedule a time to work together. You'll be surprised at how willing they will be to throw resources at you that will help you grow and prosper. But don't wait! This downturn won't last forever.

The good news is that times like these are the best for increasing your market share.

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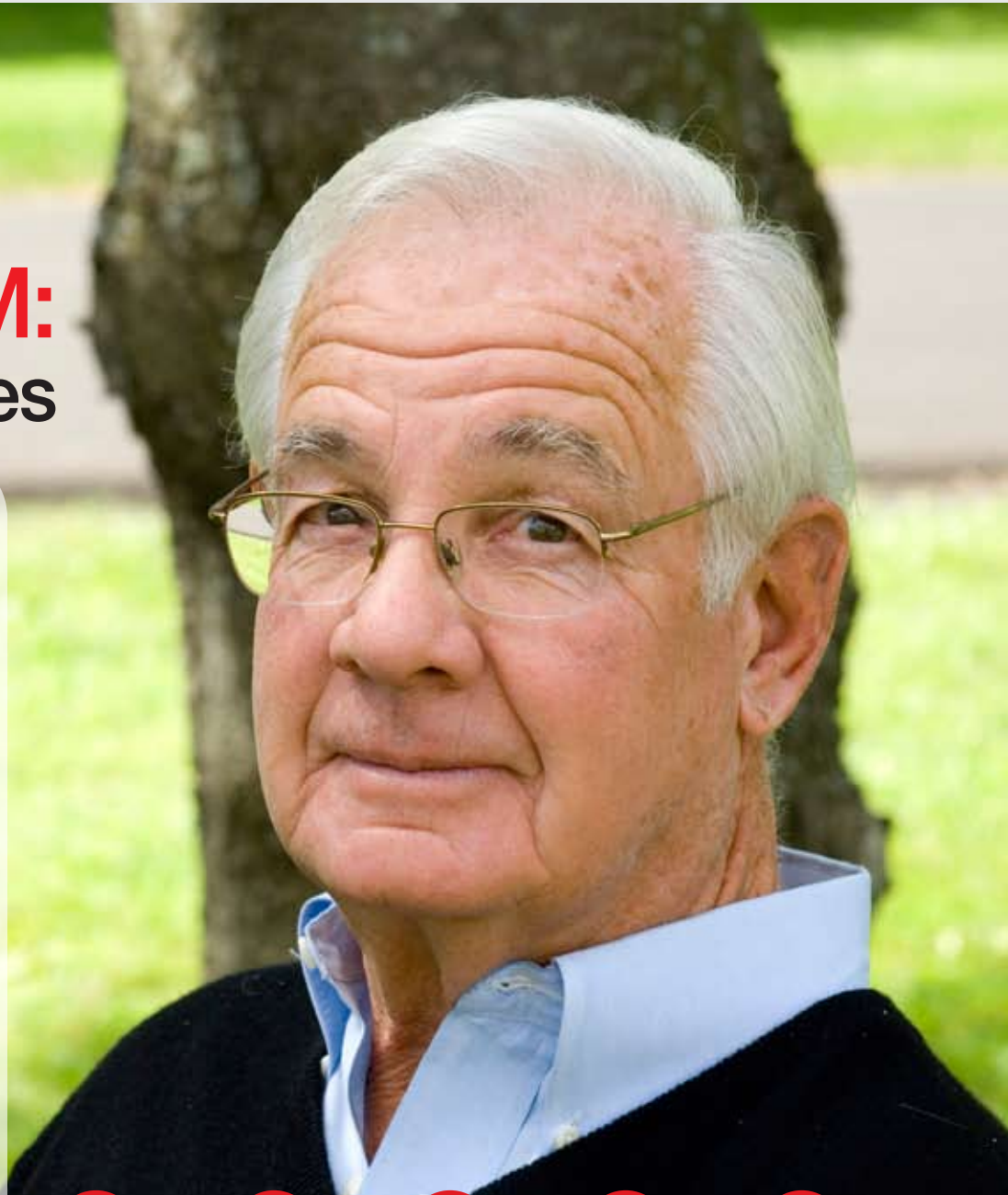


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Barry Quinn, DVM: Sensitive to sales

Look your best. Know your products. Feel free to draw on your sense of humor. Respect your customer's time. Do these things and you might get a hearing – and a sale – from the vet. Do them repeatedly, and you'll gain a loyal customer.

At least that's what one veterinarian says. And he should know. After all, he's been practicing veterinary medicine 45 years. What's more, he is a consultant for Welch Allyn, a real estate agent in the winter months, and a purveyor of River Rat Cheese (made in the St. Lawrence River Valley) at a Saturday morning farmer's market.



45 years in the same practice

A native of Upstate New York, Barry Quinn, DVM, is a 1964 graduate of the Cornell University College of Veterinary Medicine in Ithaca, N.Y. Upon graduation, he joined a practice in DeWitt, N.Y., a suburb of Syracuse, in partnership with two other vets. In 1972, he bought them out. He practiced on his own until 1992, when he brought in an associate. Then, five years later, he sold the practice to his associate, for whom he continues to work on a part-time basis.

Most of Quinn's work for the past 45 years has been with small animals. That said, he has had some large-animal experience as well. For example, from 1964 to 1975, he was New York State veterinarian in the town of Fabius. And to support a



he travels on the company's behalf to the North American Veterinary Conference, Western Veterinary Conference and Wild West Veterinary Conference in Reno.

The first impression

Quinn is convinced that 45 years of practicing veterinary medicine has shown him what it takes to succeed in sales. First and foremost is the importance of making a favorable first impression.

The rep's first visit with a potential customer should be brief and informative, he says. "Just introduce yourself and ask the customer to keep you in mind, as you'll be stopping in to see them from time to time." Give the people in the practice

“One of the biggest problems for new graduates is debt. When I graduated in 1964, I didn't owe anybody a thing. I worked myself through eight years of school.”

– Barry Quinn

growing family, he helped a Cornell classmate for a time at Vernon Downs, a harness-racing track in Upstate New York.

For Welch Allyn, he places new equipment at Cornell's small animal clinic, which is located just 50 miles south of the manufacturer's Skaneateles Falls, N.Y., headquarters. He solicits feedback from the veterinary staff and reports back to the manufacturer how the product might be improved or if it is satisfactory in its present design. In addition,

a little time to size you up, he says. "There's a period of adjustment, kind of like meeting a friend anywhere."

After that ice-breaker, the veterinarian will quietly ascertain the rep's qualities – integrity, knowledge, ability to present products. "The big thing is the rep's desire to help the practice instead of just looking at [the veterinarian] as a commission," says Quinn. "That's when it comes to when the rep is just as involved as you are in making this thing work. ■

»»» Look for the rest of the story with Barry Quinn in the September/October printed issue of Veterinary Advantage.



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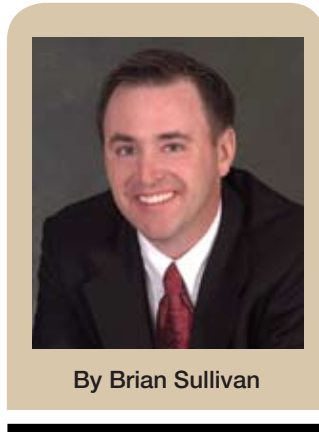
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Saying it Best with Nothing at All

Squelching two dangerous sales myths

You walk into a sales meeting armed with your teeth. That's right – you've memorized the selling points, absorbed as much technical info as possible, and are ready for a toe-to-toe battle with any office naysayers when it comes to product selection. There's just one problem with that mentality – it probably won't help.

There are some nasty myths floating around the sales world, and the most dangerous often deal with how much a salesperson should say and how long a customer should listen. Well, you're about to see two myths debunked in the following article.



By Brian Sullivan

Before you ever meet with a prospect, you already know what you know. Do you believe that learning something from your prospect is important? Well if so, how much can you learn while you're talking? (Not much!) To be **PRECISE** means saying only what the customer wants to hear. You cannot do this unless you know what the customer is thinking and feeling. Embrace their thoughts and opinions more than yours. If you do this, you will find that they will often love your thoughts and opinions even more than you do.

Never talk just for the sake of talking, but always listen for the sake of learning.

Myth No. 1:
Teaching customers is more important than learning

A good listener is not only popular everywhere but after a while he knows something.
– Wilson Mizner (1876-1933) American playwright

Your thoughts and opinions are important in a sales call. They're just not as important as the thoughts and the opinions of your prospects.

Myth No. 2:
Silence shows weakness

Under all speech that is good for anything there lies a silence that is better. Silence is deep as eternity; speech is shallow as time.
– Thomas Carlyle (1795-1881) Scottish Essayist and Historian at 86.



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Make silence part of your sales call. Silence shows strength, wisdom and confidence. Some of the most influential people in history have used silence as a tool to stir action. Consider everything your prospect says in silence, and don't respond until you are sure that what you are going to say will be exact and sharply defined. While you are pondering your response, don't talk. Just think in silence until you feel confident that what you say next will be pure poetry.

Believe me, I understand just how difficult this can be. Silence used to be torture for me. I hated any of it in my early selling days. I have a God given ability to speak too much. I get so pumped in a sales call that I sometimes find myself making too many assumptions, too many statements, and feeling the need to fill every moment of silence with the painful sound of my own voice. Trust me, I can inflict pain when my sales game is not "on."

Silence prevents you from interrupting, and it prevents you from saying something you wish you hadn't.

Have you ever interrupted somebody and said something that you wish you could take back two seconds after you said it? We all have. To prevent myself from interrupting the person I am speaking to, and to prevent myself from saying something stupid, I have a quirky little system that makes it easier for me to let people finish what they are saying.

I wait until the person that I am speaking with completely finishes talking, and then I identify the last word he said. I then pause for a moment in silence and repeat that word in my mind. This exercise helps me focus on what the person is saying and forces me to listen until the very end. Then and only then am I allowed to think about what was said, work out my response, and then use the least amount of words possible to respond. This prevents me from interrupting people, and while on the job, prevents me from cutting off customers.

The same technique works when I am teaching sales. My classes are interactive, and I encourage involvement. Regardless of what industry or what part of the world I am teaching, many of the same questions and areas of concern are expressed. My natural tendency is to jump in, head them off at the pass, and try to impress them with my mind reading abilities by responding to their question or comment even before they finish. By trying to identify the very last word they said, I am forced to let them finish their thoughts. And by taking a few seconds of **silence** before responding, I am forced to reflect on the meaning behind their words. This ensures that my response will be meaningful and PRECISE.

You'll be amazed at how difficult it is to not interrupt. Again, listen until the very last word spoken; and then identify that word.

Practice and don't preach

The way we listen off duty is even more important than the way we listen at work. Do you want to know if you are a good listener? Ask someone you trust. When you ask them, focus on their response. Drop everything you are doing, look them in the eye, and listen to every word they say. While they are telling you the way they feel, don't interrupt them. Let them finish talking, repeat their last word in your mind, and then take a few seconds to think about what they said. For this exercise, you need not respond when they are through. You'll be amazed at how difficult it is to not interrupt. Again, listen until the very last word spoken; and then identify that word. Use silence to help you

think about what was said.

You'll also be impressed by how much you learned from their response. Practice these skills, and use them while serving customers. And while your competition is blabbing, interrupting, and telling everybody how great they and their company are, you will communicate in a way that shows them your care more about serving them than selling them. ■

President of Kansas City-based PRECISE Selling, Brian delivers seminars and Internet training programs on sales, customer service, leadership and presentation skills to companies of all sizes. He is also author of the book, "20 Days to the Top - How the PRECISE Selling Formula Will Make You Your Company's Top Sales Performer in 20 Days or Less." To sign up for his free weekly tips, go to www.preciseselling.com or email Brian at bsullivan@preciseselling.com.



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New Product **Spotlight**

Invetet/Schering-Plough Nobivac™ Lyme Vaccine

Intervet/Schering-Plough Animal Health introduced the Nobivac™ Lyme Vaccine. This new-generation Lyme vaccine is the only vaccine specifically designed to provide protection by targeting two key outer surface proteins involved in the transmission of canine Lyme disease. The vaccine induces the production of highly specific antibodies, called borreliacidal antibodies, that kill *Borrelia burgdorferi* (the causative agent of Lyme disease) by binding to outer surface proteins (Osp) A and C. The unique dual-action of Nobivac™ Lyme provides an additional layer of defense against Lyme disease. Nobivac Lyme is administered by giving two doses subcutaneously, two to four weeks apart, with an annual booster thereafter. (Data supporting one-year duration of immunity are on file with the U.S. Department of Agriculture.) Safety studies demonstrated virtually no site reactions.

www.intervetusa.com

Dechra's VETORYL 10 mg capsules receive supplemental FDA approval

Dechra Veterinary Products LLC announced that it received supplemental FDA approval to market 10 mg VETORYL Capsules. VETORYL Capsules contain the drug trilostane, which has been demonstrated to be effective in the treatment of Cushing's syndrome in dogs. VETORYL is the only FDA-approved product that is indicated for use in pituitary-dependent and adrenal-dependent hyperadrenocorticism (Cushing's syndrome) in dogs. Vetoryl is now approved in 10-, 30- and 60-mg capsules. Vetoryl 30 mg and 60 mg capsules are currently available through veterinary distributors. The 10 mg capsules will be available in the near future.



www.dechra-us.com

PURCHASE A NEW STERILIZER AND GET \$400 REBATE DURING MIDMARK SUMMER STERILIZER PROMOTION

A properly functioning sterilizer is a necessity for infection control. It can also be a key element in efficient clinical workflow. From now until September 30, 2009, veterinarians can receive a \$400 rebate from Midmark with the purchase of an eligible Midmark sterilizer during the 2009 Midmark veterinary "Heat" sterilizer promotion.

Under the terms of this promotion, with the purchase of each eligible Midmark M9 and/or M11 UltraClave® Automatic Sterilizer during the promotional period, the veterinarian or veterinary facility will receive a \$400 rebate from Midmark.

- Important dates for this promotion:
- Promotion order period: July 1 – September 30, 2009
- Last date to take shipment of products: October 31, 2009
- Last date to claim incentives: November 16, 2009

For product information, please call the Midmark Veterinary Customer Service Department at 1-800-MIDMARK or visit midmark.com. For questions regarding the promotion, please contact the Promotions Department at ext. 7575. www.midmark.com



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New Product **Spotlight**

IDEXX SNAPshot Dx[®] Analyzer's testing capabilities expanded

IDEXX Laboratories, Inc. announced that the IDEXX SNAPshot Dx[®] Analyzer's testing capabilities have been expanded to automatically time, interpret and record the SNAP[®] 4Dx[®] Test. This new capability, available with software version 1.11, extends the analyzer's qualitative menu beyond the recently added SNAP[®] FIV/FelV Combo Test and SNAP[®] cPL[™] Test, and the SNAP[®] T4, SNAP[®] Cortisol and SNAP[®] Bile Acids quantitative assays. IDEXX plans to continue to add other members of the SNAP[®] family of tests to the SNAPshot Dx Analyzer's testing capabilities as the year progresses.

www.idexx.com



IDEXX LabREXX[®] Software launches within the newest release of the ImproMed[®] Infinity Practice Management System

IDEXX Reference Laboratories and ImproMed, Inc. have teamed up to launch IDEXX LabREXX[®] Software within the newest release of the ImproMed[®] Infinity Practice Management System. Incorporating LabREXX functionality into Infinity software increases practice efficiency by eliminating the need for manual test requisitions. Additionally, LabREXX software helps reduce lost charges with outside lab tests, potentially saving individual practices thousands of dollars a year in missed revenue.

www.idexx.com

 A screenshot of a 'LabREXX Requisition Form' from IDEXX. The form is titled 'LabREXX Requisition Form' and 'IMS Management One IDEXX Drive Westbrook, ME 04092'. It is divided into three main sections: 'PRACTICE INFORMATION', 'PATIENT INFORMATION', and 'ACQUISITION INFORMATION'. Below these are fields for 'Requisition Tests' and 'Clinical signs and notes on patient'. At the bottom, there is an 'Accession sticker 1 of 1' with a barcode and a diagram of a dog's body showing 'L' and 'R' for Left and Right sides, with 'Nasal' and 'Ventral' labels.


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