

SoundBytes Anniversary

It has been a year since *Vet-Advantage* first introduced SoundBytes as a tool for distribution representatives. The feedback from the recent reader's survey was positive, with over half of the respondents indicating SoundBytes as valuable and useable with their accounts.

Audio versions are planned for 2012. These will let you hear an example to assist you in creating high quality conversations with veterinarians and their personnel. Today, SoundBytes are constructed specifically to help YOU shape your words and discussions with your accounts. SoundBytes provide you with the main things to talk about and allow you to confidently discuss a product or service for 1 to 3 minutes "off the cuff." So, in this way, YOU are the "sound" in SoundBytes.



By Kirk Augustine

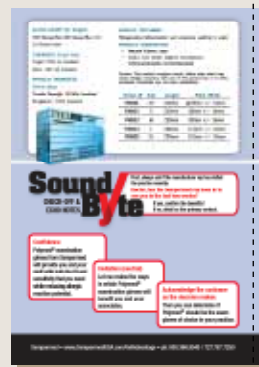
Each SoundByte is formatted in a consistent style and context. Below are some basics to help realize more benefits in the future.



Front page

Top	Manufacturer, Topic/Product and images of product
Middle	Features (or alternative benefits)
Lower middle	Functions
Bottom	Benefits (or alternative features)
Footer	References as applicable

DID YOU REALIZE
that
SoundBytes
are perforated
for easy
"Tear-out" use?



Back page

Top one-half	additional information or related information about product(s), related SKUs, or
Bottom one-half	PAR-based dialogue "Starters"
Check-off then echo	Always remember to assume (check-off) the manufacturer rep has presented to the customer – then either Echo the key benefits or become the primary detailer if the mfg rep has not discussed it with account
Confidence statement	Topic and benefit-based opener
Invitation to neutral	"let's review (topic, info, materials)..."
Customer's decision	"...so you can decide" guidance to help you identify where the customer is on the decision ladder and determine how to reach the highest level of agreement for this discussion.

Distributor representatives often have superior access to more persons in a hospital or customer location than manufacturer reps. Use SoundBytes as a way to have a quick discussion with a veterinary technician or associate DVM. These short dialogues increase the value of your company and you for the account. SoundBytes are also available on the *Vet-Advantage* website in PDF format to allow you to download and print them for use in your everyday calls. And for those of you with iPhones and iPads, please go to the app store where you will find the SoundByte app which is available for download, and allows you to view, and easily email the information. ■