

Scales

Scales are critical to veterinary care, because the weight of each patient is an important factor in determining health, ideal weight, treatment responses, etc.

Your opportunity

Commissions on up to \$1,000 in digital veterinary scales.

Equipment overview

Veterinary scales have come a long way in patient-friendliness, ease of use for the veterinary team and best of all – accuracy.

Today's models come in a wide variety of sizes and styles for dogs, cats, horses and exotics. They offer low-profile pet-friendly platforms, comfortable rubber mats and convenient, easy-to-read digital LED displays. Some models offer a large, separate LCD display that can be wall mounted or used on a desktop.

Most models have AC and battery power options, and some models have wheels to move them easily from room-to-room, while some small models are completely portable.

You'll want to offer veterinary scales that are tested and calibrated and carry a full manufacturer's warranty. In digital scales, load cells convert weight sources (pets) into an electrical signal. Be familiar with each manufacturer's "load cell" numbers so you can explain the difference to customers. Stainless-steel cells offer the best accuracy, reliability and ruggedness, especially when your customers are weighing animals of all sizes, day after day.

Digital veterinary scale varieties include:

- Walk-on or platform scales
- Equine scales
- Digital pediatric/cat scales (stationary and portable)

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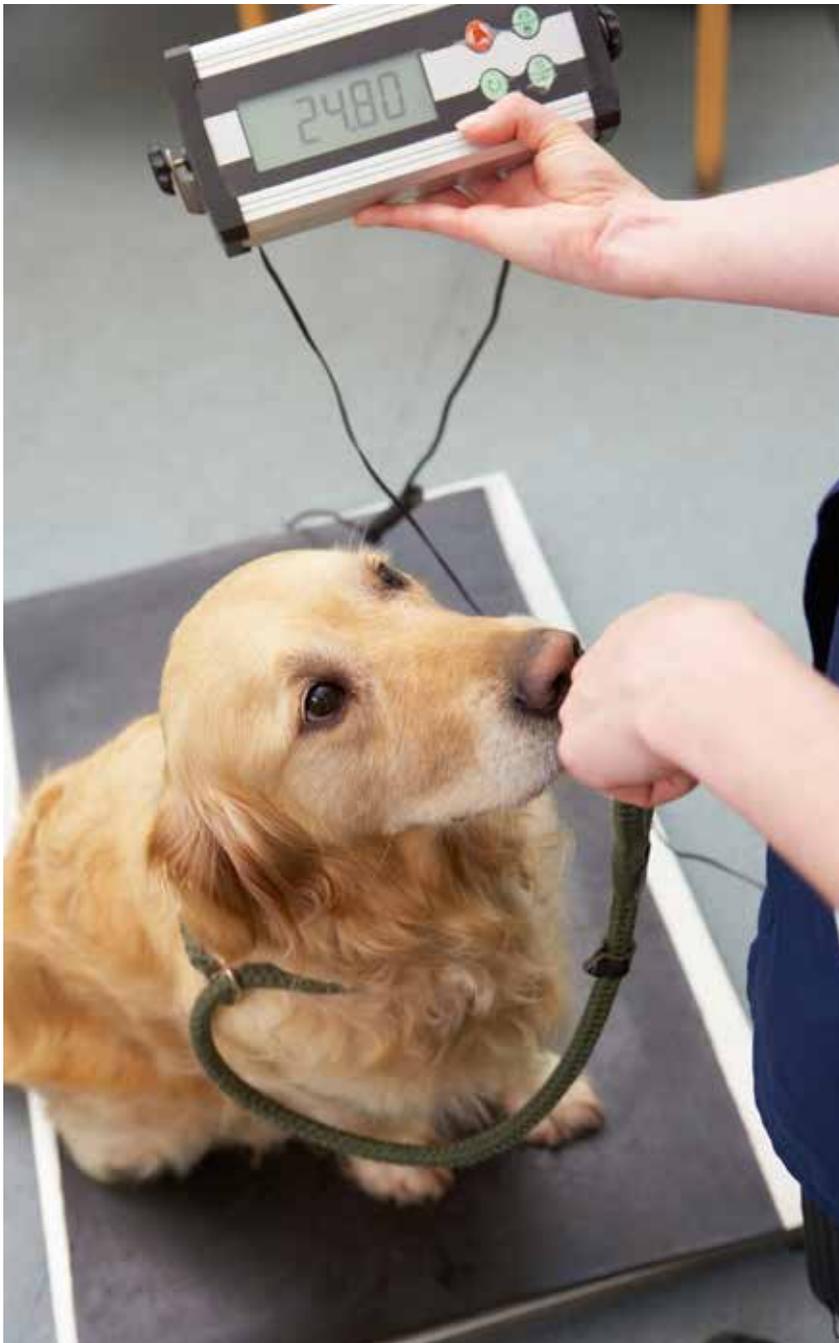
Prospecting Tips

Prospects likely to buy modern, digital veterinary scales

All practices are candidates for advancements in digital veterinary scale technology.

Clinic clues for quality leads

When visiting a practice, look for scales in the lobby and exam rooms. Check to see if they have LED displays, low platforms, and most of all – digital operation.



Approaching the sales discussion

Ask what the veterinary team currently uses for patient weigh-ins and identify opportunities to discuss the latest advancements.

- **Check-off/qualify:** You can initiate a discussion by asking, “Doctor, have you considered upgrading your veterinary scales to the latest digital models?”
- **Confidence:** If YES, confirm and support benefits. If NO, assert the benefits with confidence. “I’m sure the new digital scales will provide greater accuracy and convenience for your practice.”
- **Invitation to neutral:** “Let’s look at how the latest digital veterinary scales offer unmatched accuracy and ease-of-use.”
- **Seek alignment/understanding** as the dialogue continues: “Can you help me understand ...
 - “What types of scales do you use now?”
 - “How many scales does your practice have?”
 - “How long have you had those scales?”
 - “What if you could improve the accuracy of your patient weigh-ins and rechecks?”

It’s the customer’s decision...

“You can decide if veterinary-specific digital scales will benefit your team and your patients.” ■