



A Closed Mouth Doesn't Get Fed

with *Candace*





**Pet Pros make these three
BIG MISTAKES and then wonder
why they aren't getting more
customers.**

Mistake #1
Ineffective + boring
marketing

Mistake #2
Being their town's
best kept secret

Mistake #3
Don't have a
"Sales" process

I discovered there are
two types of
PET BUSINESSSS owners

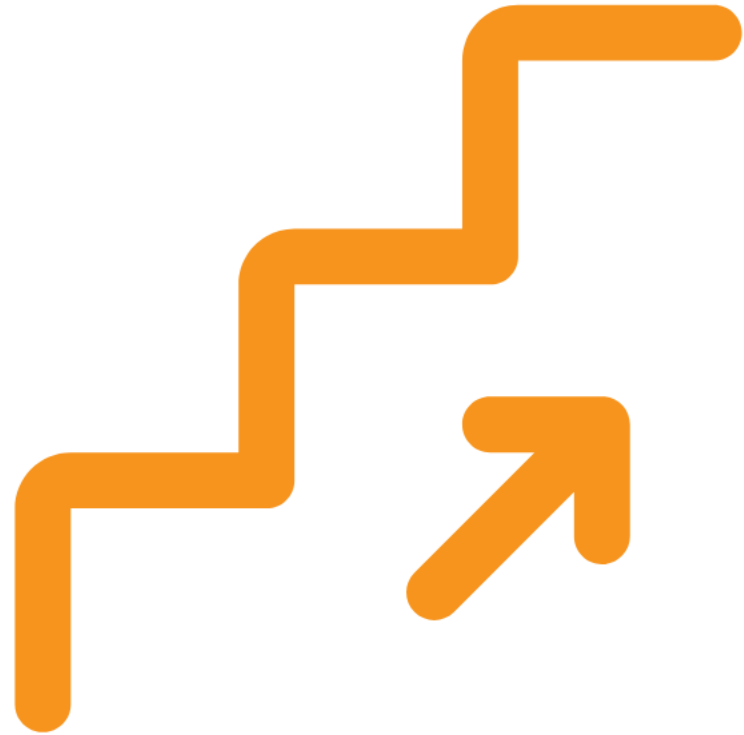
The H.O. + The B.O

(and there is one you absolutely want to avoid)

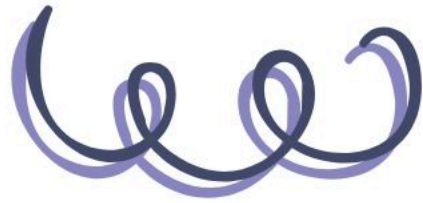
The Hobby Owner



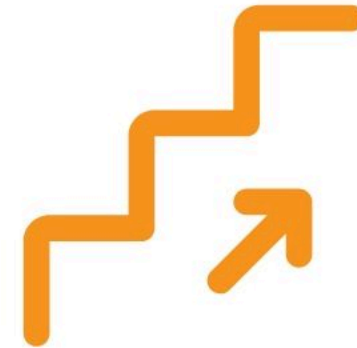
The Business Owner



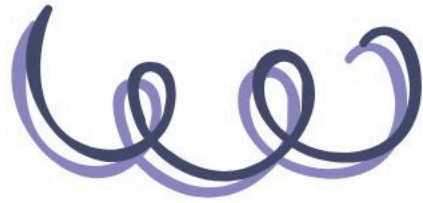
The Hobby Owner



The Business Owner



The Hobby Owner



The Business Owner



SELLING
Should be the
#1 thing you do...
EVERY DAY



Your "Call To Action" Steps when it comes to Selling



Your "Call To Action" Steps when it comes to Selling

1. Meet People



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2. Build Relationships

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3. Ask for the Sale

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3. Ask for the Sale

4. Add on to the Sale

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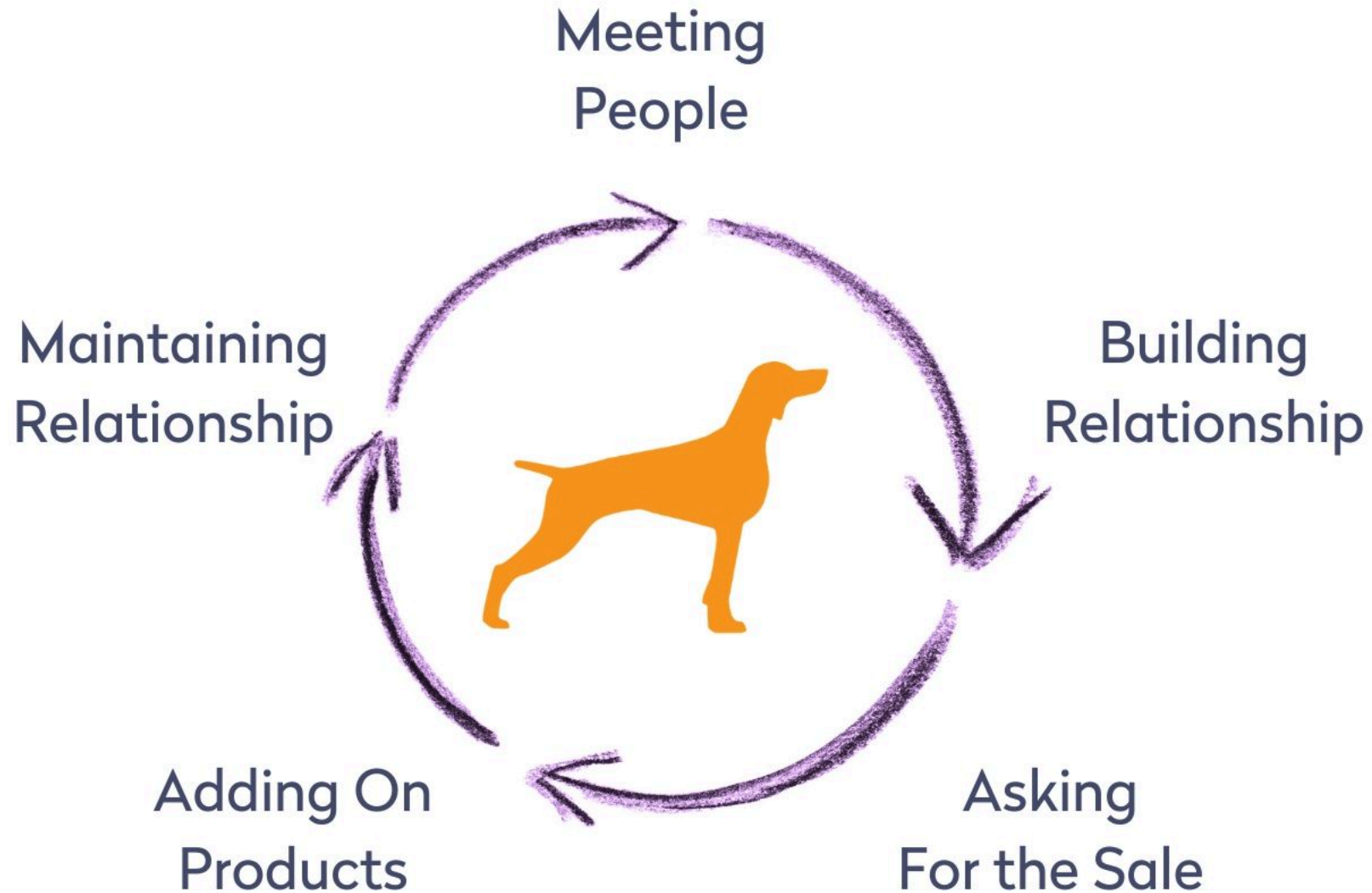
2. Build Relationships

3. Ask for the Sale

4. Add on to the Sale

5. Maintain the
Relationship

The Bossin' Your Business Circle



Where's Your Greatest Opportunity?

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1. Meet People

2. Build Relationships

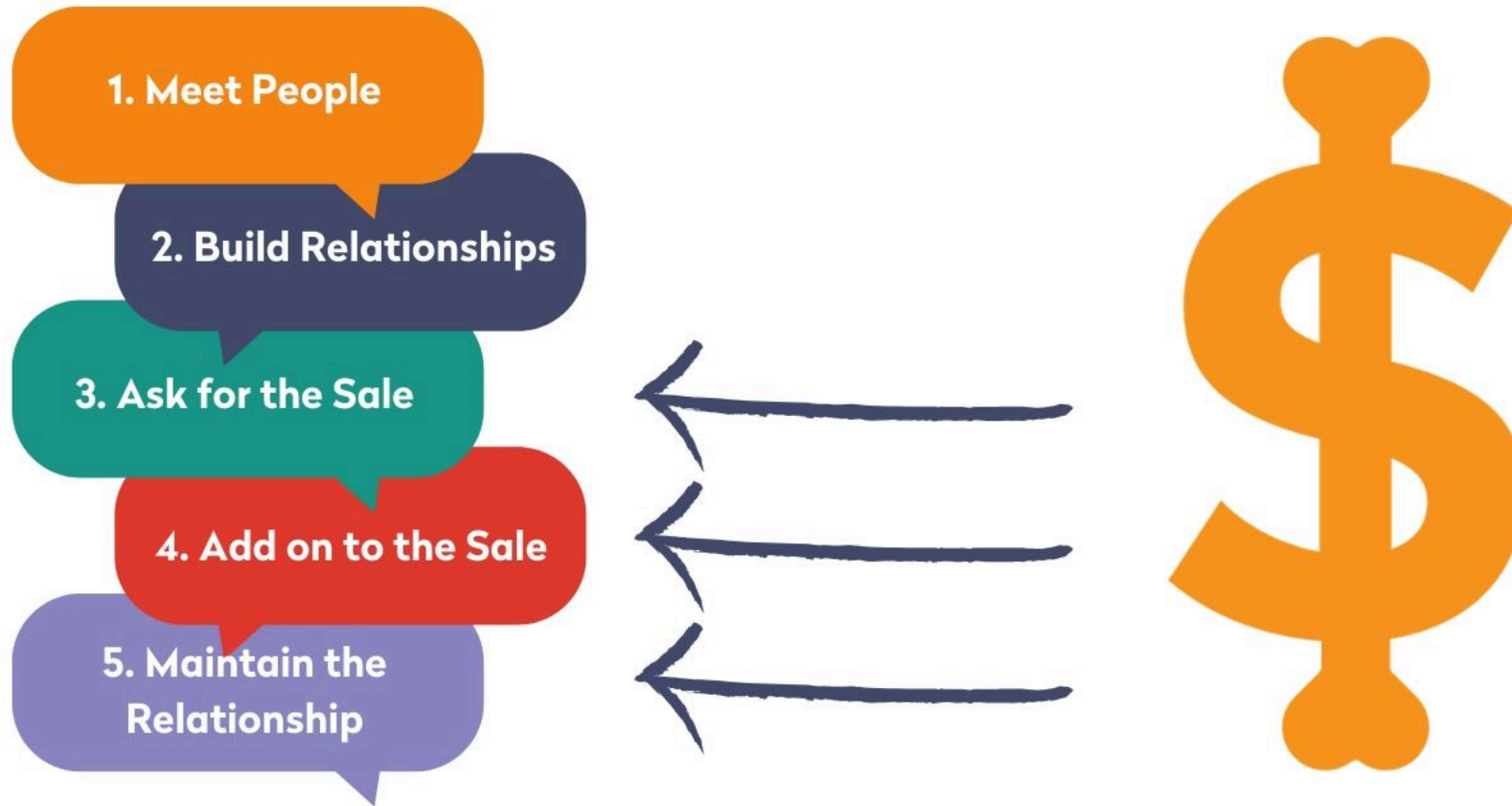
3. Ask for the Sale

4. Add on to the Sale

5. Maintain the Relationship



Where's Your **Greatest Opportunity?**



To improve your sales process...

- ✓ Identify exactly how to find your customers
- ✓ Schedule time to meet people or work on your lead magnets
- ✓ Get clear on exactly how you help customers find the best solutions
- ✓ Identify upsell and add on options
- ✓ Have a strategy to help close the deal for people “on the fence”

To improve your sales process...

- ✓ Establish a process for following up with prospective clients
- ✓ Follow up with first time buyers
- ✓ Make a plan for staying in touch with loyal customers
- ✓ Document all sales processes and train your team
- ✓ Have a plan for measuring and improving sales performance
For the company as a whole and for each individual salesperson

Most Important

If you take away anything take away this...



Have a “Sales” Process and USE IT!



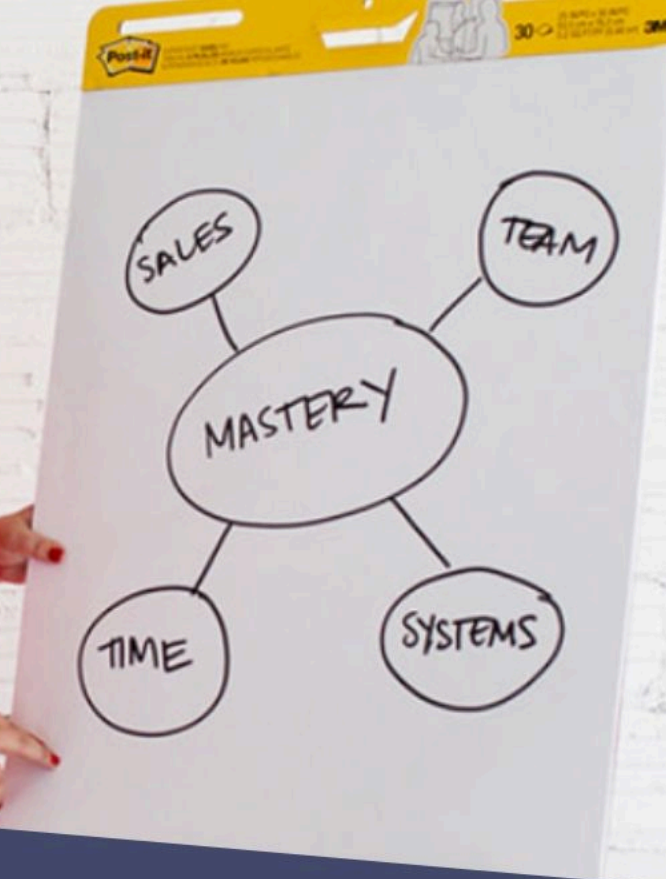
Be a B.O. instead of a H.O.



Pick your greatest opportunity gap,
that’s the easiest to implement....and GET TO IT!

PET
BOSS
NATION®





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petbossnation.com
or find one of our Pet Boss groups on Facebook**