

### **Quiz 6: Selling Grandma Mae's**

- 1.)**What is one very helpful tool for selling Grandma Mae's?
- 2.)**What are some other helpful tools for selling Grandma Mae's?
- 3.)**How does Grandma Mae's help US military families?



## **Quiz 6: Selling Grandma Mae's**

### **1.) What is one very helpful tool for selling Grandma Mae's?**

- One very helpful tool for selling Grandma Mae's is giving the customer a sample! We have the largest sample bags in the industry, and almost all pets who try Grandma Mae's like it.
- Always make a recommendation when giving out a sample. You can tell the customer "this is a great food, I recommend it!" but it works even better to give customers a more specific recommendation addressing the customers' needs. For example, recommend Grandma Mae's puppy formula to help a customer concerned about their puppy's loose stool. Just giving out a sample as a freebie might discourage a customer from actually buying something!

### **2.) What are some other helpful tools for selling Grandma Mae's?**

- **Use the bag as a selling tool!**
  - The front of our bags have key nutritional features listed and the back of the bags list bullet points with comprehensive features and benefits, making it easy for you to go over these key points and features with a customer.
- **Trial Bags**
  - Another strategy, if it is approved by store management, is to sell a customer a large bag while giving her a small bag. Tell her she can use the small bag to try the food, and if her dog does not like the food she can return the large bag unopened.
- **Brochures**
  - Our comprehensive brochures include all dry and canned formulas, complete ingredient listings, guaranteed analysis and testimonials. When giving out brochures don't forget to also give customers a sample!
- **Remind customers that Grandma Mae's is independent owned**
  - Grandma Mae's is a small, independent owned company – owned by local pet supply retailers just like us! We really care about pets and are committed to providing our customers with the best quality food possible. Unlike with big companies, what's good for pets comes first and profits come after that. This is why customers can trust us!
- *Don't forget to also mention the healthy ingredients and low-temperature slow-cooking process!*

### **3.) How does Grandma Mae's help US military families?**

If a US based family has an immediate member (husband or wife) serving in the military overseas, Grandma Mae's Country Naturals will feed that family's pets up to one large bag a month, depending on what pets they have. They must first apply online at [grandmamaes.com](http://grandmamaes.com), have their application approved by Grandma Mae's Country Naturals, and they must be able to pick up food at a participating

store. Grandma Mae's has helped military families in towns across the US, from New Jersey to Florida and from North Dakota to Texas.