

Quiz #7: Addressing Typical Customer Concerns with Grandma Mae's

A customer comes into the store with a specific question or concern regarding their pet. How can you help them while also recommending Grandma Mae's Country Naturals?

- 1.)**A customer complains their German Shepherd often has loose stool on his current food.
- 2.)**A customer brings in a Shih Tzu puppy that is new to their family. They need to purchase everything for their new family member including food.
- 3.)**A customer is currently feeding a line of inexpensive food commonly found at grocery stores. They would like to feed a better quality food but are worried about the cost.
- 4.)**A customer is very worried about feeding their pet anything coming out of China and asks about recalls.
- 5.)**A customer mentions their Golden Retriever seems bored with their food and is sometimes a picky eater.
- 6.)**A customer's vet recommends they put their eight year old Labrador retriever on a diet to lose weight and that they incorporate glucosamine and chondroitin into the diet for joint health.
- 7.)**A customer has to avoid feeding chicken due to their dog's sensitivity.
- 8.)**A customer heard from a friend that their male cat needs a special food, but cannot remember why.



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1.) A customer complains their German Shepherd often has loose stool on his current food.

You can recommend Grandma Mae's Adult formula and tell the customer it is formulated for dogs with sensitive stomachs and occasional diarrhea. In most cases, any of our Grain Free formulas will also accomplish the same thing.

2.) A customer brings in a Shih Tzu puppy that is new to their family. They need to purchase everything for their new family member including food.

You can recommend Grandma Mae's Puppy formula for its small kibble size, which makes it perfect for small breed puppies. It also contains beet pulp for firm and healthy stool, making house training easier. If she prefers grain free, recommend Grandma Mae's Country Naturals' small breed formula which is good for all life stages.

3.) A customer is currently feeding a line of inexpensive food commonly found at grocery stores. They would like to feed a better quality food but are worried about the cost.

Tell them Grandma Mae's Country Naturals is an affordable premium food because it is owned by a co-op of independent pet stores. Our kibble also does not contain any fillers and is made with a unique slow cooking process that helps retain high levels of nutrients. This means their pet will get the most nutrition possible from the food and may need to eat *less* than they were eating with their old brand. As an added bonus, this may result in less stool to clean up!

4.) A customer is very worried about feeding their pet anything coming out of China and asks about recalls.

Tell them Grandma Mae's Country Naturals is made in the USA and all our ingredients are USA sourced. The exceptions are some vitamins which are not made in the US which we source from Canada, the UK, or Germany. Our lamb comes from New Zealand. One of our four can lines is made in New Zealand, and our in-gravy cat cans are made in Canada. Both of these countries have very high standards for food production and are very safe. There are absolutely no ingredients that come from China in any Grandma Mae's formula. Furthermore, Grandma Mae's has never had a recall and tests every small batch we make to prevent this. Also, some customers are worried about a cannery in Chicago that has had recalls; Grandma Mae's has never used that facility.

5.) A customer mentions their Golden Retriever seems bored with their food and is sometimes a picky eater.

Suggest that many people rotate between different Grandma Mae's formulas monthly, weekly, or more often with great success. For example, they could try

rotating between our regular adult formula and our farmhouse blend, or between our Non-GMO Grain Free Duck and Lamb formulas, to add variety to the dogs' diet. They can also add some Grandma Mae's canned food as a topper to the dry food for more interest.

6.) A customer's vet recommends they put their eight year old Labrador retriever on a diet to lose weight and that they incorporate glucosamine and chondroitin into the diet for joint health.

Tell them that many dogs have returned to a healthy weight on either of Grandma Mae's Low Fat formulas. Feeding guidelines for weight loss and weight maintenance can be found on both the bags and the Grandma Mae's website. Grandma Mae's Low Fat Formula with brown rice is also one of our "Jointastic" formulas, providing up to 75-100% of the maintenance dose of Glucosmine and Chondroitin as recommended by two of the leading dog nutrition supplements. This may allow the customer to reduce their use of costly supplements! Specific Glucosamine and Chondroitin dosing information can be found at grandmamaes.com/jointastic.

7.) A customer has to avoid feeding chicken due to their dog's sensitivity.

Tell them Grandma Mae's has a wide variety of high quality, chicken free formulas to choose from: our Grain Free Non-GMO Duck, Lamb, Whitefish, Low Fat, Turkey, Small Breed and Large Breed formulas are all chicken free, as is our Farmhouse Blend Formula. Grandma Mae's also offers chicken free canned formulas made with Beef and Salmon.

8.) A customer heard from a friend that their male cat needs a special food, but cannot remember why.

The customer may have heard that male cats are more prone than female cats to urinary tract issues and that their cat should be eating a food that addresses this. Tell them that all of Grandma Mae's cat formulas (both dry and canned) are "Uristic," containing 1% Methionine for optimal urinary tract health. Also, while domestic cats often get the moisture they need from drinking water, adding canned food, like Grandma Mae's Grain Free Pâtés or Dinners in Gravy for Cats, to their diet is a surefire way to make sure they are always properly hydrated, and therefore prevent urinary tract problems.