



## Customer Service Tips

If you are working in a retail pet store, you have entered the world of helping pet parents and their pets! Below are some awesome tips to ensure you are able to make every interaction the most beneficial for them and their companions.

### 1 Greet the customer with open-ended questions

#### Good Questions:

Hi, what brings you into our store today?

Welcome! Who are you shopping for today?

#### Not-So-Great Questions:

Can I help you find anything?

How are you today?

#### YOUR GOAL:

*Start a casual conversation with a customer in the hopes of opening a door to communication that helps improve their pet's life.*

### 2 Determine what the customer is shopping for

Give them time and allow them to work their way to the area of the store they want to browse

Approach the customer while they are shopping

- Start an organic conversation.
- Ask about their pet.
- Inquire about what they are shopping for.

**Example:** If they are looking at sensitive skin shampoo, that may be a hint the pet has dry or sensitive skin

#### Questions to Help You Build a Pet Profile

- **Pet species:** Dog or Cat
- **Pet Size:** Large, Medium, Small, Miniature.
- **Weight:** Over, Under, Normal

- **Pet Age:** Younger and older pets have different needs.
- **Appearance:** skin, coat, rashes, hot spots, teeth, gums, stool, etc.
- **Condition:** Active, sedentary, injured, ill, recovering
- **Food & Treats:** What is the pet currently eating? Do they do well on this diet? What type of treats do they use and how often?
- **Treatment:** Is the pet being treated for any chronic, intermittent, or temporary condition? If so, acknowledge the wishes of the vet.

### 3 Suggest a Primal Product that solves their “problem”



**PRO TIP:** Use the **Problems ⇒ Primal Recommendations Chart** on pages 4-5 to identify common problems and their Primal solutions!

Using the information you have learned about the pet, guide the conversation toward the freezer.

- Have you tried fresh food with your pet to help this?
- Have you heard of this Primal product which would be great to include in your pet’s diet?
- Did you know Primal has an excellent option that meets your needs?

Explain why you are recommending the product.

- It’s important the customer understands why this product is a good choice

### 4 Tips to close the sale

- Walk over to the item and pick it up to discuss it.
- Review how to use and offer to answer any questions.
- Be confident in your decision and assume every customer will purchase the item you recommend. You know from our training what’s best to help that pet, so be assured in your recommendation!
- Sometimes a personal story can be the key to close the sale. Sharing how that item helped your pet or a pet you know helps the customer feel confident in their choice.

## Common Pet Problems

### ➤ Primal Recommendations

<i><b>Problem</b></i>	<i><b>Primal Recommendation</b></i>
Plaque, tartar, and gum disease	 Marrow Bone
Bad Breath	 Marrow Bone Healthy Green Smoothie Balanced Bases
Chronic Ear Infections	 Goat Milk Healthy Green Smoothie
Shedding/Dandruff	 Mussel Mélange Butcher's Blend -Sardine Balanced Bases
Tear Stains	 Goat Milk Healthy Green Smoothie
Loose Stool	 Winter Squash Purée Pumpkin Spice Goat Milk
Weight Management	 Healthy Green Smoothie Balanced Bases
Picky Eater	 Goat Milk Freeze-Dried Complete Raw Toppers
New Rescue	 Freeze-Dried Complete Treats Healthy Green Smoothie
Smelly Litter Box	 Goat Milk Bone Broth Raw Toppers Balanced Bases

Problem	Primal Recommendation	
Hairballs		Healthy Green Smoothie Winter Squash Purée Goat Milk Raw Toppers Frozen Complete
Bored Cat		Marrow Bone Chicken Neck Frozen Complete
Hot Spots		Goat Milk Healthy Green Smoothie Winter Squash Purée Raw Toppers - Sardine Frozen Complete Bone Broth
New Puppy / Kitten		Goat Milk All Balanced Bases
Itchy Skin		Bone Broth Omega Mussel Mélange Raw Toppers - Sardine
Bored Dog		Bones Freeze-Dried Complete as a Toy Stuffer
Digestive Upset		Bone Broth Winter Squash Purée Pumpkin Spice Goat Milk
Hip & Joint Support		Bone Broth Omega Mussel Mélange Raw Toppers - Sardine

# Transitioning Dogs & Cats to a Diet Consisting of Primal Balanced Bases

It is important that your customer understands how to use the new product they are purchasing. If the recommendation includes a Balanced Base, you will now need to explain how to move forward. A shift to raw feeding is an important change nutritionally for the pet, as well as a change in practice for the pet owner.

**Food Transition:** This phase can be an essential element of a healthy change from a diet of dry kibble or canned food over to a raw diet.

- We recommend making this transition slowly. Allow about one week for the pet's digestive system to properly adjust from a processed diet to a raw food diet.

**Basic Transition:** Mix Primal with their old diet for ~10 days.

Days 1-3:	1/4 Primal	3/4 Old Diet
Days 4-6:	1/2 Primal	1/2 Old Diet
Days 7-9:	3/4 Primal	1/4 Old Diet
Day 10:	All Primal!	

## Tips & Tricks to Help Transition

**Sensitive Stomach:** Mix foods for three weeks or longer.

**Picky Eater:** Prepare to mix foods for longer than 10 days, and to try more than one approach.

- Choose a Bowl Booster to make the transition smoother.

**Example 1:** Bone Broth is a tasty appetite stimulant, especially when warmed prior to serving.

**Example 2:** Goat Milk is one of our most palatable items, and may entice many picky pets.

- Some dogs transitioning to a frozen raw diet are unsure of

the texture. Try crumbling part of a Freeze-Dried Nugget over the meal to add some crunch.

**New Puppy or Rescue:** Often affected by stress and may have previously been eating an unknown food.

- Follow the Basic Transition described on the previous page.
- Incorporate some immune-supportive Toppers or Hydrators.

**Example 1: Healthy Green Smoothie** uses organic power greens, Bone Broth, organic mushrooms, and probiotics working together to support the immune system.

**Example 2: Goat Milk** offers an excellent source of electrolytes, minerals, amino acids, and healthy digestible proteins and fats. It also contains probiotics to support the digestive system.

We know this can be tricky!

## Cat Food Transition Tips

### The Three T's:

TASTE  
TEXTURE  
TEMPERATURE

First, you need to identify the cat's preferences. Cats are imprint eaters, which means they learn from a young age to eat what is brought to them by their mother - or in this case, us. Once a cat has imprinted on a food, they'll develop a strong preference for the taste, texture, and temperature of that food for the rest of their life. As such, it is important to keep the **"Three T's"** in mind when transitioning a cat.

Everything about mealtime matters. Does the customer feed dry food, wet food, or both? Does the cat accept cool food from the refrigerator? Will the cat eat any type of canned food, or just one type?

For example, if your cat enjoys room-temperature canned food, a cold nugget from the fridge may be unappealing. This can be helped by mixing the nugget with warm water or Primal Bone Broth. If the cat does not mind cool foods or enjoys creamy textures like pâté, you can mix the nuggets with Primal Goat Milk. These are great tools to help with

transitioning. Each has its own unique properties to help with digestion, which makes them even more instrumental during this crucial time.

## Using the Three T's to Appeal to Your Picky Cat:

PREFERRED TASTE	PRIMAL COMPLETE FORMULA
POULTRY	TURKEY, DUCK, QUAIL, CHICKEN & SALMON
FISH	CHICKEN & SALMON, BEEF & SALMON
RED MEAT	PORK, BEEF & SALMON
GAME	VENISON, RABBIT

PREFERRED TEXTURE	FROZEN COMPLETE	Freeze-Dried COMPLETE
KIBBLE ONLY		✓
PÂTÉ CANNED FOOD	✓	
SHREDDED, CHUNKED, GRAVY CANNED FOOD		✓

PREFERRED TEMPERATURE	Mix with...		
ROOM TEMPERATURE	WATER	WARM BONE BROTH	GOAT MILK
ACCEPTS COLD FOODS	✓	✓	✓

### Start Small

The cat's journey to a raw diet should be a slow progression. To help them adjust to the new texture and flavor, we recommend that customers combine, at most, 25% Primal with 75% of their current pet food for the first three days.

Transitioning



After that, increase the percentage of Primal Pet Food by 25% every two to three days. Once the cat is familiar with raw food, they will be able to fully transition to 100% raw.

For cats who only eat kibble, start by crumbling Primal Freeze-Dried Complete Formula nuggets over the top. While you slowly increase the Freeze-Dried and decrease the kibble, start adding small amounts of water. It may take some time before the cat accepts their food with moisture added.

## Sneak Attack

Another effective technique during transitioning weeks is the sneak attack! Begin by placing a small bowl of raw food next to the cat's current food at mealtimes. This allows the cat to smell the raw pet food while they eat their regular meal. Maintain this routine for 2-3 days, and then make your move: layer the raw pet food under their current pet food. The cat will begin to ingest the raw food on their own time.

## Consistency Is Key

Once the customer chooses a route, stick to it! Be persistent and remember: it's likely to take time. For the cat's safety, be sure they never go more than 24 hours without eating.

Use Primal's resources as a guide to help introduce the cat to a raw diet, such as our **Feeding Calculator & Transition Portioning Guides for Dogs** or **for Cats**. Their cat is one step closer to a wholesome species-appropriate diet!

## Fresh Food on Any Budget



\*Based on recommended daily feeding amounts for a healthy 10 lb adult cat.  
Comparison in USD. Canada, Hawaii, Alaska prices may vary.

Not every customer can budget to feed their pet a full Primal diet. However, there are tons of ways their pet can still get access to Primal without breaking the bank!

Using fresh foods with pets does not need to be an “all-or-nothing” choice. Primal offers many options that fit into any lifestyle. After all, some fresh or raw food is better than none. Each month, purchasing just one extra item to add to their pet’s meals can make a difference in their health without breaking a budget.

## Choose The Right Fresh Food

Consider which fresh food item the customer would like to incorporate. Every time a customer rotates food items for their pet, they’re providing a variety of nutritional benefits!

## Fresh Primal Options to Build a Better Bowl

PRODUCT	RAW COOKED	QUICK INFO	WHAT IT ADDS	BENEFITS
Frozen Pronto Frozen Nuggets & Patties Freeze-Dried	 	<ul style="list-style-type: none"> <li>- Edible grade meats</li> <li>- Organic produce</li> <li>- Unrefined supplements</li> </ul>	Healthy digestible protein & fats, moisture, vitamins, minerals, omega fatty acids, enzymes	DENTAL SKIN & COAT WELLNESS
Raw Goat Milk	 	<ul style="list-style-type: none"> <li>- Blended w/ organic cinnamon, ginger, turmeric, &amp; probiotics</li> </ul>	Moisture, healthy digestible protein & fats, electrolytes, minerals, and taurine	DIGESTIVE SKIN & COAT IMMUNE
Bone Broth	 	<ul style="list-style-type: none"> <li>- Simmered ≤48 hrs</li> <li>- Edible grade bones, organic produce &amp; herbs</li> </ul>	Moisture, glucosamine, chondroitin, collagen, and minerals	DIGESTIVE IMMUNE HIP & JOINT SKIN & COAT LIVER
Edible Elixir: Winter Squash Purée	 	<ul style="list-style-type: none"> <li>- Organic butternut squash</li> <li>- Pork Bone Broth Base</li> <li>- Chia seeds</li> <li>- Probiotics</li> </ul>	Moisture, soluble fiber, probiotics, and anti-nausea herbs	DIGESTIVE
Edible Elixir: Healthy Green Smoothie	 	<ul style="list-style-type: none"> <li>- Organic power greens</li> <li>- Pork Bone Broth Base</li> <li>- Organic mushrooms</li> <li>- Probiotics</li> </ul>	Moisture, antioxidants, anti-inflammatory support, and probiotics	IMMUNE
Edible Elixir: Omega Mussel Mélange	 	<ul style="list-style-type: none"> <li>- Steamed mussels</li> <li>- Pork Bone Broth Base</li> <li>- Organic Greens</li> <li>- Turmeric</li> </ul>	Moisture, glucosamine, chondroitin, and omega-3 fatty acids	HIP & JOINT

## Plan Ahead

Each fresh food item may last longer than you think!

Primal Goat Milk, Bone Broth, and Edible Elixirs can be defrosted and refrozen as ice cubes. This gives the customer more control over portion sizes, which makes each item last longer. As an added bonus, these products are good for up to a year, kept frozen.

Keep Primal raw frozen Nuggets & Raw Pronto in the freezer until ready to serve. A small portion of defrosted Nuggets can be kept in the fridge for up to 7 days, while Pronto's easy scoop-and-serve format allows it to defrost in minutes.

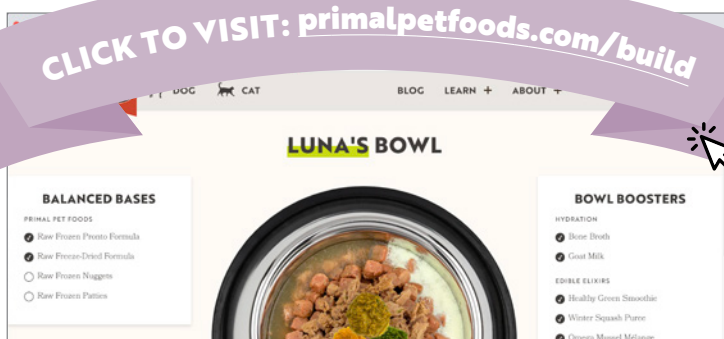
Primal Freeze-Dried Nuggets are shelf-stable and can be kept in the pantry. However, because of the importance of moisture in your pet's diet, don't forget to rehydrate your Freeze-Dried Nuggets with water, Goat Milk or Bone Broth!

## Portioning Fresh Foods on a Budget

PRODUCT	SIZE	SERVING AMOUNT	WILL LAST
Primal Pronto	4lbs.	1/4 cup per meal	32 days
		1/2 cup per meal	16 days
Primal Raw Frozen Nuggets	3lbs.	1/2 nugget per meal	48 days
		1 nugget per meal	24 days
Primal Freeze-Dried Nuggets	14oz.	1/2 nugget per meal	48 days
		1 nugget per meal	24 days
Primal Raw Goat Milk	16oz.	1 ounce per day	16 days
		2 ounces per day	8 days

Primal Raw Goat Milk	32oz.	1 ounce per day	32 days
		2 ounces per day	16 days
	64oz.	1 ounce per day	64 days
		2 ounces per day	32 days
Primal Bone Broth	20oz.	1 ounce per day	20 days
		2 ounces per day	10 days
Primal Edible Elixirs	16oz.	1 ounce per day	16 days
		2 ounces per day	8 days
	32oz.	1 ounce per day	32 days
		2 ounces per day	16 days

## Happy Bowl Building!



Using fresh food with pets can be easy and affordable with the right guidance! Visit our **Bowl Builder** tool to learn more about which Primal products you would like to incorporate.

Are you ready to add some fresh foods to your pet's meal right away? Check out our **Store Locator** to find a retailer near you and build a better bowl today!

## Veterinary Support

### Veterinarian Conversation

Many pet parents have a working relationship with a veterinarian. When it comes to helping customers with their beloved pets, all parties involved have the pet's best interests at heart. Vets do not want to harm pets, and neither do we! The following talking points are important to utilize when discussing a pet who is being treated by a vet.

- Acknowledge that you understand the customer has concerns regarding their pet's health and that taking their pet to the vet is a good option.
- Kindly point out that you are not a medical authority and are unable to confirm or deny the validity of veterinary recommendations or prescriptions.
- WITHOUT giving medical advice, direct them to a product that may be helpful to their pet.
- Turn negative implications into *positive recommendations*!



**PRO TIP:** Are you struggling with customers concerned with a local vet who is unsupportive of raw or fresh food diets? Try giving your customer this helpful handout to give to their veterinarian regarding Primal's safety & balance standards.

[Click Here](#)  for our **Veterinary Handout**



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# Wholesome Raw Foods for

# DOGS ★ CATS

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