



Products to cross
sell Pet Parents®

WASHABLE
DOG DIAPERS
& BELLY BANDS

with



ONLINE TRAINING PROGRAM

Now that you are a part of the **Pet Parents**® fam, you become a top priority. One of our biggest focuses is to help you and your store become more successful, and part of being more successful is increasing your sales, and to increase your sales, you have to sell more! Being able to cross-sell your products is key in easily selling more to your customers. This is when you suggest other products that are available in your store to be purchased along with the other product(s) they are buying.

For example, when they are purchasing *Product A*, you can easily educate them on how it also makes sense for them to purchase *Product B*, because it will benefit *Product A* and maybe even help it work more efficiently. This makes it hard for them to turn you down!

There are several products in your store that will complement **Pet Parents**® **Washable Dog Diapers and Belly Bands**. So, now that we covered the basis of what cross-selling is, we are going to get our paws dirty and dig deep into what these products are!

Supplements

There are various health issues that can cause fecal and urinary problems in your customers' pets, resulting in big messes for them to clean up (unless they are using **Pet Parents® Products**, of course!).

When your customer's fur-baby is dealing with certain health issues, there are many different approaches they can take in helping alleviate, improve, and prevent the symptoms. Supplements play a vital role in doing all three! They can help manage the accompanying symptoms of those issues - like loss of appetite, restlessness, hypertension, upset stomach, bladder and gastrointestinal disorders, the list goes on. They provide your customers' fur-babies with the right and sufficient amount of nutrients to benefit their health. These are a great complementary product for those customers who are purchasing our dog diapers and belly bands because of health issues that result in urinary and fecal messes. Common supplements that help with fecal and urinary issues:



Multi-vitamins
(with digestive enzymes,
probiotics, vitamins, and
minerals)



Probiotics
(with digestive enzymes)



Bladder
(with cranberry
and pumpkin
seed extract)

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Calming treats

Some pets tend to express their stress through excessive chewing and pottying indoors, which can make dealing with canine and feline stress very frustrating for your customers. May it be due to loud noises, changes in the environment/daily routine, excitement urination, heat cycle/pregnancy/postpartum (for female pets) or urinary/fecal health conditions, calming treats or supplements can help reduce and minimize the stress and anxiety that takes place during these situations.

These treats calm your customers' furry friends and help balance out their emotions. They are the purr-fect addition when those customers are buying **Pet Parents® Washable Dog Diapers and Belly Bands** for their fur-babies who react to stressful situations by leaving a smelly, unpleasant mess in their home.



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Reward treats for using the Diaper/Belly Band

Your customers' pets may find it weird to wear a diaper/belly band for the first time and the adjusting process won't happen overnight. Educate your customers that when letting their pet wear the diapers or the belly bands, they should always give treats afterward.

This will allow their fur-baby to associate their **Pet Parents® Washable Dog Diapers and Belly Bands** with a good (and tasty) outcome. No one can turn down yummy treats for their fur-baby!



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Pee pads

Pee pads, dog diapers, and belly bands complement each other very well. These products act as a support to each other to mess-proof and accident-proof your customer's home. They go hand-in-hand!

If a customer is purchasing **Pet Parents® Washable Pee Pads**, chances are they have a use for our diapers and/or bands (or vice versa), as well. And if they don't think they do, now that you are the ultimate **Pet Parents® Expert** - you can easily educate them!

A great example for using them together is for those customers who are purchasing pee pads due to incontinence, especially when the incontinence takes place while their fur-baby is laying down. They can use a diaper or band in addition to the diaper/band for extra protection and coverage.



Diaper suspenders

Diaper suspenders fit very similar to a harness and typically attach around the pet's torso with either Velcro or buckles or a combination of both. Some suspenders will slip directly into the diaper, pulling it tight. This prevents the diaper from slipping off.

Other styles create a series of criss-cross straps with a spot to insert a diaper. If your customer's dog is particularly active or the diaper is slipping down (this can happen with different body types and docked tails), using a suspender will be extremely helpful in keeping the diaper on!



Spot cleaning products

Your customers love their cute, cuddly fur-babies, but they do not love the gross, smelly stains that they make while leaving accidents. Spot cleaning products are perfect for those customers who need to remove tough stains and pungent odors from pee/poop.

Chances are when your customer is buying **Pet Parents® Washable Dog Diapers and Belly Bands**, especially for the first time, they probably have some sort of unpleasant stain(s) left behind in their home. This is a great opportunity to ask them about trying out one of the spot cleaning products in your store. They will definitely appreciate you even more!

This can be vice versa for those customers who are only purchasing spot cleaning products. If they are purchasing spot cleaner, they are probably doing it because they have a pet-related mess that they need to clean. What better way to prevent these messes than with **Pet Parents® Washable Dog Diapers and Belly Bands**? Another easy cross-sell!



Cross-selling your other pet products will increase your sales and help your customers benefit from **Pet Parents® Washable Dog Diapers and Belly Bands** even more, and vice versa. We hope that after this you can understand how quick and easy doing this with our products is and that you feel fully confident in your cross-selling abilities! We believe in you.

Another perk of cross-selling is that it helps show your customers how much you know about them, and your ability to help them with what they truly need as pet parents. This will help strengthen their trust in you and enhance your relationship with them in the long run!



If you have any questions about the material that you just sniffed your way through, please toss a message to our Customer Success Team at customersuccess@petparentsbrand.com



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