



Products to
cross sell Pet Parents®

WASHABLE PEE PADS with



ONLINE TRAINING PROGRAM

Now that you are a part of the **Pet Parents**® fam, we have made it our mission to help you become top dog. 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.

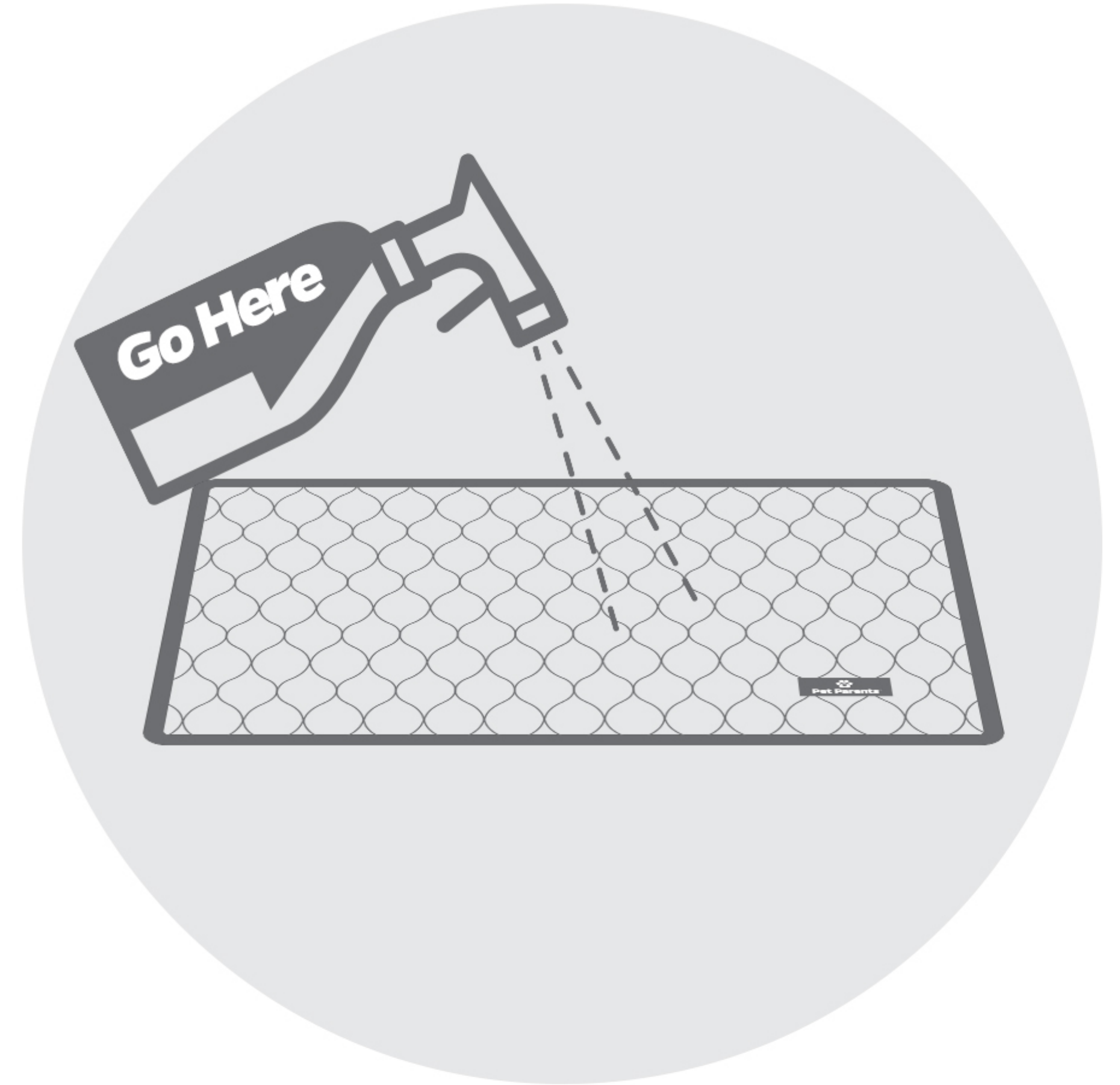
For example, when they are purchasing *Product A*, you can easily educate them on how it also makes sense for them to purchase *Product B*, because it will benefit *Product A* and maybe even help it work more efficiently. This makes it hard for them to turn you down!

There are several products in your store that will complement **Pet Parents**® **Washable Pee Pads**. So, now that we covered the basis of what cross-selling is, let's raise the ruff and get this purr-ty started by discussing what those products actually are!

Go here spray

Your customers will realize that training their fur-baby to pee/poop on the pee pad when inside the house will take some time and getting used to. They will probably think, “Wow, I wish I had something that could just help tell my dog, ‘This! This pee pad is the right spot to potty!’” And lucky for them, go here sprays make that wish a reality.

Offering this spray to any customer who is purchasing **Pet Parents® Washable Pee Pads** and educating them on how it will make the training process easier, will result in an easy cross sell and a happy customer.



Litter boxes

Your cat parent customers hate the strong odor of the litter box caused by their cat's urine not completely "hitting" the bullseye. Pee pads can be placed under litter boxes to catch any "misses" while it's odor-eliminating property removes/lightens any unpleasant smell; becoming the ultimate lifesaver for any customer who deals with this issue.

They also come in handy for cats who tend to be extra messy when they use the litter box and end up trailing or spilling over the litter. The pee pads catch the kitty litter, and all your customer has to do is simply give it a shake over the garbage and throw it into the wash to freshen up the kitty litter area!

For those customers who are purchasing litter boxes, buying **Pet Parents® Washable Pee Pads** to go along with them is a must. These will help your customers make the dreadful kitty litter cleaning process a lot easier (and less smelly).



Water & food bowls

Yes as silly as it may seem, water and food bowls are complementary with pee pads. **Pet Parents® Washable Pee Pads** offer an easy solution to those customers who deal with this minor (but very frustrating) problem: those fur-babies who turn into messy little creatures when eating their food or simply getting a drink of water. All they have to do is place the pee pad under their fur-baby's food and/or water bowls and the mess is prevented!

When your customers are purchasing water and food bowls, offer them our pee pads to help serve as a place mat for their bowls. Not only do they look nice, they will also keep their fur-baby's drinking/eating area a lot cleaner!



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 pee pads because of health issues that result in urinary and fecal messes.



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



Probiotics
(with digestive enzymes)



Bladder
(with cranberry
and pumpkin
seed extract)

Reward treats for using the pee pads

Your customers' fur-babies may find it strange when trying to use the pee pad to go potty and the adjusting process won't happen overnight. Educate your customers that when training their fur-baby to use their new pee pad, they should always give treats afterward.

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



Litter Genie

A Litter Genie is a convenient cat waste disposal system that helps keep your customer's home smelling fresh. It holds up to two weeks of litter, thus eliminating daily trips to the trash. Your customer can just simply scoop the soiled litter on the pee pad and deposit it into Litter Genie.

When a customer is purchasing a Litter Genie, or something similar, also offer them **Pet Parents® Washable Pee Pads**. Our pee pads help make the cleaning process and the use of your customer's Litter Genie more efficient, while still keeping their home clean!



Diapers & Belly Bands

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 dog diapers and/or belly bands, chances are they have a use for our pee pads (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 diapers/bands due to incontinence, especially when the incontinence takes place while their fur-baby is laying down. They can use the pee pad in addition to the diaper/band for extra protection and coverage.



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 Pee Pads**, especially for their fur-baby's fecal and/or urinary issues, they probably have some sort of unpleasant stain(s) left behind in their home. Ding, ding, ding! You guessed it. This is the perfect chance to educate them on the spot cleaning treatments you offer in your store.

They can also use the spot cleaning treatment as a way to clean the pee pad for minor messes, calling for a quick and easy clean up! Once again, you can share these different uses with them and then take the opportunity to educate them on the spot cleaners that you offer so they can use them in addition to their pee pads.

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 Pee Pads**? Another easy cross-sell!



Cross-selling your other pet products will increase your sales and help your customers benefit from **Pet Parents® Washable Pee Pads** 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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