

How to Sell Isle of Dogs Treats

Know Your Trends

As dog owners continue to educate themselves about the impact nutrition has on their dog's overall health, they are seeking products that have very specific nutritional profiles as well as products that reflect human health trends.

- Pet parents equate a Made in the USA label with safety and quality. As this trend matures, they are not only looking for treats manufactured in the U.S., but for companies that source all of their ingredients from the U.S. as well.
- Your customers place an ever-increasing value on treats being natural and made with whole foods. This trend stems directly from the human food industry and will continue to evolve in a parallel fashion.
- Minimal ingredients and nutrition panels they can understand are important for your customers. Isle of dogs has full transparency of all ingredients in all products.
- Alternative proteins have become a hot trend recently among pet parents for dogs that are sensitive to certain proteins, but also those who are in search of ways to keep treat time more enjoyable and varied.
- On the other hand, meat-free, vegetable-based recipes are popular for consumers whose pets have allergies, are on raw diets or just want more veggies in their pet's diet.
- By-products, fillers and meals are quickly becoming dirty words in the consumables industry. Be sure to educate customers as to what these are, why they are sometimes used and how to stay away from them.

The treat category is going to continue to see even greater segmentation and, as a result, feel more cluttered and confusing for the customer. Your job is to understand the terminology, the brand and product differentiators, and the factors that drive consumer decision-making to make sure you can help your customers through the purchase process.

Know Your Tools

Store layout, displays, signage, samples...these are just some of the tools you can use to increase sales. Here are some ways you can use them to raise awareness of the Isle of Dogs treats you carry and benefits they provide:

- Create a Healthful Beauty or Natural Wellness end-cap to cross sell Isle of Dogs treats with Isle of Dogs grooming products. By educating consumers on the impact nutrition has on the way dogs look and feel, you will help increase sales.

- Cross promote Isle of Dogs treats in your natural food aisle. By using our corrugate pre-pack display, you have the opportunity to position our treats where you have the greatest potential for up-selling.
- Organize your treat section in a way that is easy to shop, whether that is by brand blocking or in a problem-solution manner. Either of these will make it easier for consumers to find what they are looking for.
- Create monthly themed promotions that pull together a wide range of products and create a display located in a high-traffic area of your store. Effective theme ideas will build answers to the trends listed above.
- Utilize samples at the register to cross sell new products or best sellers.
- Create a preferred customer program that bundles product samples for loyal customers.

Know Your Stuff

The most important thing for success in the consumables category is educating your staff on the features and benefits of the different products and brands that you carry. Arm your sales personnel with knowledge that can help them recommend treats that meet and exceed customer expectations. By positioning your team as an informational resource to customers, you add increased value to your retail service.

According to the 2012 survey *The Impact of Retailer Product Recommendations*, nearly 25% of pet product customers will ask a retailer for a product recommendation. Is your team ready to be a valuable resource?

Performance Tips:

- Institute weekly Product and Collection detail meetings for your staff
- Request any available sales and marketing collateral from to increase knowledge base. Please review our training manuals for more information on each product, ingredient decks and selling points.
- Take advantage of any sales training manufacturers offer
- Test and use the products you're recommending and make sure your staff is too
- Have your staff read monthly trade magazines to stay up-to-date on consumer trends
- Put knowledge incentives into place to promote continuous learning