



Anatomy of a Nutritional Recommendation

1: Gather a comprehensive history.

What to say:

"Tell me everything [pet's name] eats throughout the day, starting first thing in the morning on through bedtime including meals, treats, supplements, and people food."

Why it works:

This type of question elicits more complete information, provides a structure to answers, and sets a clear expectation for the detail you want and need.

2: Acknowledge the range of options and make a specific recommendation for what to feed and why.

What to say:

"There are a variety of food options available for [pet's name]. Let's talk about your options and which of those options I believe is the best fit for [pet's name]."

Why it works:

Consumers want to be involved in decisions about their pet's health and know the best options for their pet's age and prognosis as well as the pros/cons and costs/value of each option.

3: Educate pet owners on the value and benefits of feeding the recommended diet for their pet.

What to say:

"There are a variety of food options. Let's talk about the benefits and value of the different food options for your pet."

Why it works:

Pet owners may not make the leap from what a specific pet food — therapeutic or otherwise — does and its benefits to their pet. By clearly communicating the benefits and value of different options, you will empower the client to make the right choice for their pet.

4: Make a clear recommendation.

What to say:

"I recommend [pet food] because it provides our best opportunity to get [pet's name] on track medically speaking/to keep [pet's name] as healthy as possible for as long as possible."

Why it works:

Clients really do want to know what you think and recommend. Be straightforward. Say what you think is best for their pet and why.

5: Check in with clients to see what they really think of your recommendation and if it's doable.

What to say:

"What do you think about making this recommended change? Does it feel doable with realities at home? What concerns do you have?"

Why it works:

It lets clients know that these are continuing conversations, and you genuinely want to address their concerns and help them be successful in implementing your pet nutrition recommendations.



The Anatomy of an Effective Nutrition Recommendation

To learn more, watch this free, one-hour webinar hosted by Jason Coe, DVM, PhD.
bit.ly/2YLB73a

