GREENIES™ PILL POCKETS™ Treats

Feature/Function:
Delicious canine flavors:
- Hickory Smoke
- Peanut Butter
- Chicken
- Duck and Pea—Special formula for dogs with food sensitivities

Benefit for the Pet:
More treats!
GREENIES™ PILL POCKETS™ Treats come in a variety of delicious flavors and sizes.

Feature/Function:
These irresistible treats mask the smell and taste of medicine so most pets don’t have any idea there’s something healthy hidden inside.

Benefit for the Pet Owner:
Less stress
GREENIES™ PILL POCKETS™ help take the stress out of giving medicine.

Feature/Function:
GREENIES™ PILL POCKETS™ Treats are the #1 veterinarian-recommended choice for giving pills.¹

Benefit for the Vet:
Better compliance
GREENIES™ PILL POCKETS™ Treats are a nutritious way to help the medicine go down.

Feature/Function:
Additional revenue and profit opportunity. Leverage the GREENIES™ Pill Pockets™ Profit Calculator for additional revenue and profit opportunity. Available (online) in the Vet-Advantage DSR Resources Library.

Benefit for the Rep:
More value for your clinic customers. Help determine profitability for clinics and you!

Profit Calculator

1. How many patients does your clinic see in an average day?_

2. How many of these patients go home with a medication, tablets or liquid?_

3. The average GREENIES® PILL POCKETS® CANINE Treats profit per transaction is?_

4. Clinics are typically open how many days per year?_

Your clinic’s yearly potential profit from GREENIES® PILL POCKETS® Treats? (_ X $4.75 X 312 days)_

Contact Nutro/Greenies customer service number (800) 833-5330
GREENIES™ PILL POCKETS™

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Canine and Feline GREENIES™ PILL POCKETS™ Treats

Using GREENIES™ PILL POCKETS™ Treats in the clinic
Following these steps every time a prescription is written will help make pet parents feel more comfortable giving medication and reduce failed attempts.

1. Give the pet an empty treat to get them excited about the taste.
2. Insert medicine into a second treat and give the treat to the pet.
3. Recommend a 30-count treat pack to take home.

Using GREENIES™ PILL POCKETS™ Treats at home
Just fill, pinch and give

1. Hold the treat with thumb and forefinger. Insert a tablet or capsule or pour in liquid medication.
2. Using the same hand that is holding the treat, squeeze the top half closed.
3. Feed the sealed treat to the pet.

Sound Byte

CHECK-OFF & ECHO NOTES

Check-Off (Qualify)
Has a GREENIES™ representative been in recently?
Doctor, have you been introduced to the value of GREENIES™ PILL POCKETS™ Treats, the #1 veterinarian-recommended choice for giving pills?
If YES, confirm and discuss benefits.
If NO, engage/detail the customer as the primary contact.

Confidence
I believe GREENIES™ PILL POCKETS™ Treats will help your clients and their pets experience a more enjoyable way of taking medicine.

Invitation (neutral)
Let’s look at the key benefits of GREENIES™ PILL POCKETS™ Treats in detail...

It’s the customer’s decision
... so you can decide if GREENIES™ PILL POCKETS™ Treats are indeed a nutritious way to help the medicine go down and support better compliance.