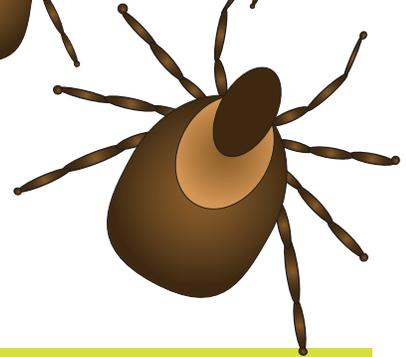
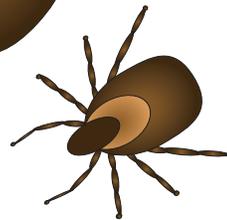
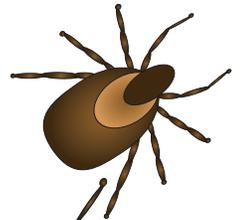
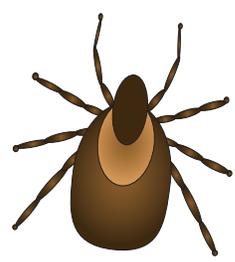
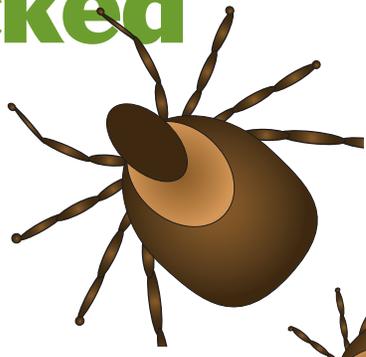
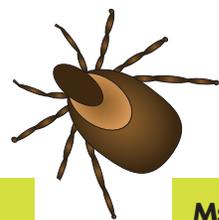


Talking to ticked off clients

Let's be real here: giving clients the "tick talk" gets repetitive. Here are a few suggestions to overcome common objections.



Mr. Rebel: I've never seen a tick in this area.

Ms. Skeptic: You're just trying to sell me more stuff.

Mrs. Pennypincher: I can get much cheaper stuff at Walmart.

You: Have you ever seen a bird, squirrel or rabbit in your yard? There are areas where ticks are more prevalent, but there are reported cases of tick-borne diseases in every state.

You: It takes a good, solid freeze to kill off parasites. If you live in a warm climate or experience a mild winter, the pest population doesn't have the chance to die off as it should and can potentially double or triple.

You: Many generics have neither the research nor the efficacy of major frontrunners, though they claim to have the same active ingredients as leading brands. Some of these companies are actually comparing themselves to the antiquated version of the brand names—which used to kill adult fleas but not their eggs or larvae. The trusted topical brands have improved formulas that contain a pesticide and an insect growth regulator, and that their patented inactive ingredient spreads throughout the body in the oil glands of the skin.

Mr. Rebel: Well, I've never seen a tick on my dog, so...

Providing a free sample of a trusted prevention product proves you aren't just trying to make a sale. If clients won't budge, sending them home with product in their hands can be a reminder that you're on their side.

If you really want to creep out your clients, give them an image they'll never forget: the tick hotel. Take a specimen cup and fill it with alcohol, then collect all of the ticks you pull off of your patients. When clients start to argue about ticks in the area, show them your little hotel. You can even decorate it with a no vacancy sign.

WANT TO SHARE YOUR TOPNOTCH TICK ADVICE WITH US?
Email us at firstline@ubm.com

A quick web search provides plenty of pictures and horrible accounts of pet owners whose animals were harmed by generics. Keep a file or book of photos on hand to show what could happen with the wrong product and your clients may never go back to their old ways.

WANT MORE GREAT TICK CONTENT?
Visit dvm360.com/tick-control-toolkit

