



Pet Products FAQs

LESSON OBJECTIVE: Review a few of the basic questions customers might have about their pets.

ESTIMATED COMPLETION TIME: Approximately 5 minutes for the PDF. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: The lesson includes a PDF you can use similar to the way you would use a PowerPoint presentation. The Trainer's Notes will offer notes for each slide, but you may elaborate on each as much as you wish. These are only a few of the questions customers might ask as you sell the basic pet products.

Slide 1 - Introduction

Many customers coming into our store will have some basic questions about the pet products we sell. Remember, when selling any product, especially foods and medicines, such as flea protection, always refer to the product packaging for the best information. But it's helpful to have some basic product knowledge to help customers make the best choices.

Slide 2 - We are getting a new puppy. How do I puppy-proof my home?

If you have a fence, now is the time to look for any weak spots that might need repaired. If you don't have a fence, consider getting one so your puppy can run free from time to time. Puppies love to get into the trash, so hide trash cans and diaper pails in closets, or get ones with locking lids. Also lock up any products that could be toxic or even fatal to dogs, such as cleaning supplies, drain cleaners, antifreeze, insecticides and pesticides.

Slide 3 - What are some of the products I need to give my dog a bath?

Depending on where you will be giving your dog a bath, you may need a nonslip surface, such as a bath mat. You'll also want a brush so you can brush out any matted hair your dog may have before the hair gets wet. Next, choose the shampoo you want to use and be sure it is appropriate for your dog's coat. Make sure you use a collar and leash so the dog doesn't escape during bathing. You also might want some cotton balls to put in your dog's ears so they don't get soap in them. Make sure your hose has a sprayer, as that's the best way to get water on the dog. When you're finished washing, use thick towels or a hair dryer to dry off the dog.

Slide 4 - How do I choose the best collar for my dog?

Choosing the color you want is only one part of choosing the best collar. There are other things to consider as well when choosing a dog collar. Collars might be categorized by type of dog breed, but always make sure the collar is the best fit for your particular dog. Neck size is the first thing to consider. Measure the circumference of your dog's neck. If your dog has long fur, measure the neck just after grooming to take into account extra fur. You also don't want the collar to be too tight, so leave extra space between the collar and the neck. There are also different collar widths. Thicker and wider collars are best for larger dogs. Thinner collars are best for smaller dogs. If you're buying a collar for a puppy, get an adjustable one so you can expand it as the dog grows.

Slide 5 - What should I consider when choosing a bed for my dog?

First, the bed should be in proportion to the size of your dog. It should be just large enough for the dog to stretch out. Also consider cushioning. Large dogs, especially, may benefit from cushioning against the hard floor. Quality beds can provide insulation from cold weather. You'll also want to occasionally clean the dog bed, so look for one that can be easily washed.

Slide 6 - What kind of toy should I buy for my cat?

Remember that cats are predators with natural abilities to jump and run. Play toys give them an outlet for those instincts. Look for a variety of toys. Poles and teasers allow you to animate an object the cat can jump at. Stuffed mice or furry toys that resemble mice can stimulate a cat's predatory instinct. Also look for toys that are interactive, giving you a way to play with your cat.

Slide 7 - How often should I feed my cat?

The best time to feed your cat is at dusk and dawn. Check with your veterinarian to know how much food you should be giving your cat. To avoid overfeeding, put food away when mealtime is over.



Slide 8 - What is the best cat litter to use?

There are several different kinds of litter to choose from. There are generally two types: clumping and non-clumping. The clumping litter allows urine and feces to be easily removed. It is more convenient and means you don't have to completely change the litter as often. The disadvantage is that it is easily tracked through the home. The non-clumping type captures the urine and the smell, but solid waste must be removed. One benefit is that it is less likely to track through the home. Past that, there are a variety of litter types available depending on your preferences for cost, fragrance or how environmentally friendly the litter is.

Slide 9 - Closing comments

These are a few of the questions customers might ask when they're shopping for pet products. It's important to learn as much as you can about products in this category so customers will continue to shop our store for those products. Always attend vendor presentations, when possible, to learn more about the specific products we sell.

FOR FURTHER DISCUSSION:

- Review your store's best-selling pet products. What is the basic information your employees need to know to sell these products?
- Discuss some of the other questions customers ask when they're buying pet products.