

Conversational Cooler Selling

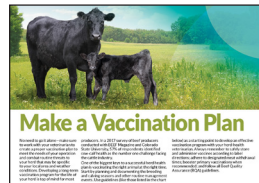


A vaccine cooler doesn't have to be scary for you or your customers. The **Get Vaccinating Right** flipbook located on the side or front of the cooler can help answer any questions.

Let's Explore a Typical Customer Interaction:



A customer is shopping for SAFE-GUARD® (fenbendazole) for their cattle. They probably also need vaccines, but you don't know which ones.



Find the **"Make a Plan"** page in the cattle section and discuss the pertinent activity. Look for recommended products and reminders.

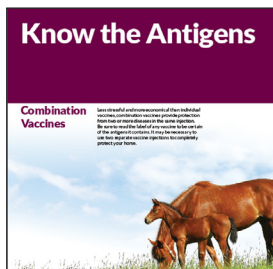


Let the book be the expert, but always recommend they consult with their veterinarian for more information.

Let's Look at Another Customer Interaction:



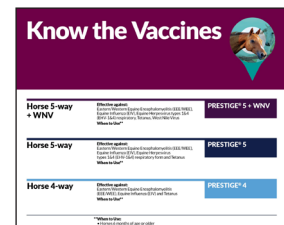
"Is there an equine vaccine that covers Tetanus, Influenza, and West Nile Virus?"



No need to panic! Just flip to the **"Know the Antigens"** page in the equine section of the flipbook. Here you'll see the best option is PRESTIGE® 5 + WN.V.



"Can I give PRESTIGE® 5 + WN.V to pregnant mares?"



Find the **"Know the Vaccines"** page and you'll see the "When to Use" section next to each vaccine.

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MINUTE

Maintaining the Cooler:

Vaccine coolers must be consumer friendly for customer appeal and in good working order to protect the valuable vaccine stock they hold.

1. Check the cooler temperature in the morning and evening.
2. Clean the cooler inside and out.
3. Maintain inventory.
4. Rotate stock so the earliest expiration dates are in front.
5. Learn more about how to maintain your cooler in the Merck Animal Health Cooler Management Training.



→ **AM/PM temperature checks**

→ **Clean inside and out**

→ **Keep trays for restock**

→ **Maintain inventory**

→ **Rotate stock**

The **Get Vaccinating Right** flipbook can answer the customer's questions for you.



Be sure to send home brochures too!

Test Your Knowledge

1. **True or False: You should only check the temperature of the cooler once a day.**

- A True
- B False

1. **Where do you go for additional marketing material or assets to support cooler sales?**

- A Contact your Merck Animal Health Representative
- B www.MoreRetailPower.com
- C Email retailteam@Merck.com
- D All of the above

3. **True or False: The vaccine cooler flip book can help you answer your customer's questions and potentially upsell additional products.**

- A True
- B False

ANSWERS: 1. False / 2. All of the above / 3. True