

ULTRA™ HELPFUL TIP:

Elanco™

Differentiate your clinic by explaining product benefits before discussing the cost

Communicating the value of the highly purified Ultra™ line of 1/2 mL vaccines* to your price-conscious clients can improve their perception of your clinic

When customers call to find out the price of vaccination, how often does your team take the opportunity to discuss value? If your answer is rarely or never, it may be time to make a change.



Using the tactics on the back of this sheet, you can:

- Drive owners into your clinic, even if your services cost more than your competitors
- Help owners quickly understand the importance of vaccinating with quality products
- Equip your staff with insightful, straightforward answers

truCan™ ultra

truFel™ ultra

TAKE 10 SECONDS

to show clients that you care
with a solid, value-driven call!

THREE QUICK WAYS TO START THE PERFECT CALL

1. **KEEP IT SHORT**

Clients and clinics don't have much time, so your main message should stay under 10 seconds

2. **ALWAYS PROVIDE VALUE BEFORE PRICE**

Convey to clients how Ultra™ vaccines* offer protection and are designed for a more comfortable experience

3. **ENCOURAGE THEM TO SCHEDULE AN APPOINTMENT**

After explaining value, then cost, offer the client your next available appointment

TRY IT OUT

YOUR CALL MAY START LIKE THIS:

PET OWNER: How much do you charge for vaccination?

CLINIC: We use highly purified Ultra™ vaccines made with PureFil™ Technology that protect your pet with half the volume of traditional vaccines. They're designed to provide your pet with a more comfortable experience. The cost is \$XX. Can I schedule you for our next available appointment?

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

* The Ultra™ line of vaccines by Elanco includes TruCan Ultra and TruFel Ultra.

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