

Frequently Asked Questions and How to Answer Them

Below is a list of some of the most common questions that arise when you recommend NuVet Plus, and how to address those questions.

Questions about the product usually fall into 3 categories: Food, price, and taste.

FOOD

“I already feed my pet a high-quality pet food.”

1. There are **no commercial pet foods that provide the immune support that NuVet Plus does**. NuVet contains powerful antioxidants that help protect and support your pet’s immune system at every life stage.
2. Almost all commercial foods are processed at high temperatures, and important **nutrients are often destroyed or broken down by the heat**. NuVet is made using a cold-pressed process, so all the nutrients are retained.
3. **AAFCO only sets the minimum standards for pet nutrition**. NuVet Plus provides nutrition way above and beyond those minimum requirements. NuVet is made up of 33 different ingredients that were carefully selected to fill the voids in even the best quality pet foods.

“I plan to feed my new pet a raw diet.”

No one can deny raw prey is packed with rich nutrients. However, surviving on raw prey alone, many wild cats and dogs often live their whole lives with some form of nutritional deficiency. Raw diets are often missing important micronutrients like zinc, magnesium, manganese, Vitamin E, Vitamin D, and Omegas. They also lack ingredients that provide immune support.

“My veterinarian said I don’t need to use supplements because my food is complete.”

1. Here you can explain, if their veterinarian is anything like yours, of course they’re looking out for the best interests of your pet. **NuVet was formulated by a team of 3 Veterinarians, a pharmacist, a physician, and a nutritional scientist** to provide pets with everything they need to THRIVE.
2. Additionally, sometimes veterinarians have different specialties. Some have more knowledge about internal medicine and disease. Others may be more knowledgeable about nutrition. It’s possible their veterinarian knows more about internal health and biology over nutrition, but it is a product that was designed by veterinarians with the optimal health of your pet in mind.

PRICE

“It’s too expensive.”

1. **Build value around the product:** What people mean when they say that something is expensive is that they don’t really see the value of the product. In this case, you want to expand on the full value of the product for them. I recommend breaking it down like this: ***“If you go out and purchase an immune support supplement, a multivitamin, and a digestive supplement, or a skin and coat support supplement separately, you will pay much more than \$20/month.”***
2. Almost all other supplements besides NuVet contain fillers, preservatives, sugars, and other junk you don’t want to be giving your pet on a daily basis. These fillers make the cost of the product go down because you’re getting more fillers and less nutrition. When you look at it like this, you get what you pay for. You can pay less but you will be getting much less for your dollars.
3. **Make sure they know it’s only every 90 days:** Sometimes families go online and see the price and think it’s a monthly order. Remind them NuVet Plus is a 90-day supply, so it only breaks down to \$20/month or about .67 cents/day. When they take advantage of Auto-Ship, they can save 15% off their order every time. This amounts to only .52 cents/day!

TASTE

“What if my pet doesn’t like it?”

1. NuVet products are flavored with natural chicken liver, so they are super tasty as a daily treat and most pets love them right away. If you are already using NuVet, you know the puppy or kitten likes the products already. Explain that they want to continue on with the products, so they don’t have to re-introduce their pet to the product later if they stop using it.
2. If their dog or cat truly doesn’t like the products for any reason, NuVet Labs offers a 60-day no-questions-asked money back guarantee with every order.
3. **For dogs only:** If a dog or puppy doesn’t care for the wafers, they can try the powder formula instead. It is the same great product, and has a bit more chicken liver flavor added, so it’s even more tasty.

CODE

“Why isn’t my code working? It’s not giving me a discount?”

1. Explain that the code is an access code. It helps if families know this before they go to shop online or on the phone. All orders come from the manufacturer NuVet Labs directly. The code is an access code for you to create an account directly with the manufacturer.
2. NuVet does offer discounts when you enroll in their **Preferred Pet Program** (Auto-Ship). It saves 15% off of every order, and it’s very flexible. Customers are not locked in. They can move around their shipping dates and turn it on and off when they need to.

Addressing Questions You Don’t Know How to Answer

You may occasionally hear a unique question from your pet families that isn’t addressed below. For some people, being faced with a question you don’t know how to answer can be uncomfortable. Don’t forget the Customer Service Team at NuVet Labs is here to help you in those situations!

The best way to respond to a question you don’t know the answer to is to be completely honest and say, *“That is a really excellent question and I’m glad you asked. While I don’t know the answer, I know that the NuVet customer service team will have more information! If you call this number on the back of the brochure, I know they can help you!”* Your pet family will respect your transparency and give us a call.