

# Let's change the narrative together!



Animal health field representatives are not just salespeople. Their job is to support your team and business goals. The more they know about your needs, the more they can help. We can all be working together more closely to support the health of animals in our care, so *let's change the narrative* on the role that field representatives play in the success of your practice.

## Communicate your needs openly



What matters to you, your team, and your practice? Are there specific products, marketing tools, team education topics that are particularly interesting to you? Do you prefer digital mediums or tangible tools? The more your representatives know about your challenges, the better they can tailor their offerings to ensure effective and efficient engagement.

## Make it easy to share information



How should your representatives communicate with you? Do you prefer to connect by e-mail or phone, at a specific time or day? Tell them! The last thing they want is to disturb you during your busy day, but sometimes connecting can be challenging. When they have something important to communicate, make sure they can get in touch in a way that works for you!

## Think outside the box



Your field representatives are not just “lunch and learn” providers. They are educated and experienced in ways that can benefit your business and team. Whether you are considering a renovation, struggling with compliance, wanting to promote teamwork, or looking to add services, they are happy to contribute their support, opinions, and advice.

## Consider your representative as an expert resource



Each representative has knowledge that is invaluable to your practice. Some have worked in clinics as DVMs, RVTs, or as part of a support team, while others have backgrounds in business development or marketing. They have incredible insight into the workings of your practice; they see things that you might not, and can share this perspective to benefit you. They can share best practices and brainstorm with you to help you achieve your business goals. Be mindful of their value and include them in your problem-solving tactics.

## Don't forget, they have a team too!



Each representative has access to an extended team, which includes business, marketing, and technical support. They have people working alongside them in addition to an array of resources and tools they can share, or even develop on your behalf. Don't hesitate to reach out to them for help.

When you treat your key suppliers as partners, then you will be able to truly benefit from their support. They welcome your questions and your feedback—even the tough stuff. They aren't afraid to do the work or review the science. Whether product-related or not, if your practice is thriving, everyone benefits. So communicate openly because you never know what they will be able to offer you in support of your ongoing success.