



A Broader Look at Books: Are You Sending Revenue Out the Door?

by MyVetStoreOnline

As many industries face national economic setbacks, widespread layoffs, and business closures, there's one constant: *big-box stores and online sites stay profitable while small businesses struggle.* We know these times are stressful for your staff, your clients, and of course, you. We want to help you keep dollars within your clinic by maintaining your prescription sales and winning back your client's refills.

National chains and big-box pharmacies do not and cannot offer the same level of service and care that you do every single day. You can provide the same, if not superior, convenience and accessibility that they promise. So, why aren't your clients filling prescriptions with you?

- They don't know they can fill or refill prescriptions through your clinic or online store
- They believe they're receiving better value from big-box retailers or other online retailers

- They don't know that your pharmacy offers the same advantages and sometimes even more than when you compare to other sources

WHAT CAN YOU DO TO DRIVE SALES BACK INTO YOUR VETERINARY CLINIC?

1) Promote Featured Products and Add-Ons in Your Online Store

People don't know what they don't know. If you offer a product or supplement that could help their pet, showcase it as a featured product on your website. You can also set up your online store to suggest related products that would make a great addition to your client's cart. For example, Kwik-Stop is an excellent add-on for nail trimmers.

2) Educate Clients About the Convenience of Online Prescriptions

Use your best asset: your friendly and helpful staff. Train your team to teach clients about your online pharmacy. A simple question like, "Would you like this filled now or through our online store?" or "Did you know we offer automatic shipping through our online store for refills?" encourage clients to use your online shop.

Signage in your reception area is also a great passive way to educate customers.

3) Your Clients Save with Free Shipping While You Earn

By offering clients free shipping, you're able to deliver the same value as big-box stores. Use the hold message on your phone service to educate clients about the advantages of your online store. This is also a great time to remind your clients that when they order from you, they're ordering from a source they trust.

Here's a script your staff can use:

"Are you calling to refill your pet's prescriptions or making an appointment for your pet's annual flea and tick prevention? Our online store makes ordering supplies easy and affordable. We offer flat rate shipping, free shipping on orders over \$75, or an expedited shipping option so your pets can stay protected all year-round. Order your pet's medication from a source you trust."

4) Use Your Social Media Following to Your Advantage

Your clients love your practice. You're a trusted, respected authority in your community. That's why they follow you on social media. Leverage this loyalty with posts promoting your online store. Ask clients to keep their dollars local and have their pet's dosage delivered to their door when they need it with EasyDoseIt!

5) Use Content Marketing to Promote Your Store

Your email newsletter or website blog keeps clients connected to your clinic. Create content about supplements, stress aides, or common ailments, and link to your online store for the supplies and OTC medications that you recommend. Not sure what to write about? Check your inbox or ask your

staff about the common questions they hear from your clients to make a list of topics.

6) Reach Out to Clients for Annual Exams and Prescription Refills

If you send out appointment reminders, why not add a blurb about your shop? Expiring prescriptions and annual exams go hand-in-paw. You can include a discount code to encourage clients to place their first order. Once they use your online store, they're much more likely to return time and time again.



DON'T LET ONE MORE OPPORTUNITY TO EARN SLIP OUT THE DOOR

Seize the chance to increase your revenue using your online store. With only so many hours in the day, growing online sales is an excellent way to increase earnings. Your team stays focused on the superior care your customers expect, your client's lives are made easier, and you make more money. We could all use a win these days, and these strategies to get more prescriptions filled by your clinic will help you profit.

