



**APPA  
Pet Business  
Bootcamp**

# Module Day 1

## **General Business Basics/Preparing a Business Plan – Get it Right Out of the Gate**

From the importance of a mission statement and a defined organizational structure through cultivating your banking relationships, proper development of the business basics provides the solid foundation upon which your business is built. Learn the must-haves and gain resources for building a sound business platform.

*Speaker: Jeffrey McCabe, PetsPhD*

## **Product Costing and Pricing for Success**

Before you can establish your selling prices you must establish your Cost of Goods (COG). Learn which components make up your true COG and Cost of Goods Sold (COGS) and get it right for a strong pricing strategy. Learn how to create a unified pricing schedule that works at all buying levels. This session will demystify the many complicated aspects of pricing including margin requirements for different trade channels and product categories, as well as MAP, EMAP and MSP pricing policies and procedures.

*Speaker: Ray Hedlund, PetsPhD*

## **Marketing for Success/Marketing Your Company**

Marketing is the engine that drives sales, and retailers expect you to develop consumer demand for your product. This session will review the activities that comprise an effective marketing program.

*Speaker – Greg Forquer, PetsPhD*

## **Consumer Direct Marketing**

In today's business climate, speaking direct to the consumer via social media sites like Facebook, Instagram, Twitter, etc. to build consumer demand, is vital to your success. Learn how to handle your social media marketing effectively and what the professionals can do to enhance your efforts.

*Speaker: Kate Slaney, Brand Manager at Tailspring/Meyenberg*



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# Module Day 2

## **Trade Show Participation**

Trade show participation is more than just staffing a booth and meeting customers. It is an unparalleled opportunity to learn and grow your pet industry knowledge base. Crafting a solid trade show plan helps you reach your most valued buyers and maximizes your return on this important investment.

*Speaker: Jeffrey McCabe, PetsPhD*

## **Building a Spectacular Sales Team – Internal or External/Pet Rep Groups**

Your product does not move without a strong sales team who can differentiate the suspects from the prospects and properly communicate your product features and benefits. Should you have a company employed or contracted sales team? Learn the pros and cons of each and build a sales team that is as great as your product. When and why would you use a manufacturers rep group? What can they bring to the table that an internal sales force may not? Learn the dynamics that need to be in place for a successful rep relationship.

*Speaker: Ray Hedlund, PetsPhD*

## **Your E-Commerce Strategy to Avoid Minefields**

The world of E-commerce presents many options, but which is best for your business? Understanding the pros and cons of selling on your own website and sites like Amazon, Chewy, Walmart is crucial to developing your omni-channel sales strategy. Knowing when and how to enlist the help of an expert can help. This session will help you define your E-commerce strategy and expand your capabilities for successful implementation.

*Speaker: Julie Hutchings, VP Mello Sales*

## **Working with Retailers- Learn to Speak “Retail” to Forge Lasting Relationships with Your Retail Customers**

Determining which types of retailers are right for your products and how to present your products is crucial to effective sales. Learn what expectations retailers have of you and how to speak “Retail” so you go into every presentation prepared to close the deal.

*Speaker: Greg Forquer, PetsPhD, former SVP Merchandising at Petsense*

## **Working with Distributors: Tips to Manage the Supplier-Distributor Relationship**

Landing a distributor that is right for your product is just the beginning. Understanding how to nurture that relationship and manage distributors effectively is the next crucial step. Learn strategies to facilitate product placement with retailers through distributors. This session is a focused review on product distribution strategies and understanding the distribution system.

*Speaker: John Lawton, VP of Business Development, Phillips Pet Food & Supplies*