

Role Play Scene One:

Me: Hi I am Jean Hampton the sales person from Purina! Thank you for taking the time to meet with me. How are you today?

You: Hello! You're welcome. I am doing great! Thank you. How are you?

Me: I am doing great! I see here that you have a new baby at home?

You: Yes! Her name is Annie and she is amazing!

Me: What a sweet name! Congratulations. And how is Tommy? I heard he won his little league championship?

You: Why yes he did! It was a proud momma moment! HAHAAH

Me: I am so happy to hear all is going well!

I am calling today to discuss our newest brand of dog food; Purina's ONE SmartBlend. As you may know, Purina was the first product in the market to offer either meat, fish, or poultry as its number one ingredient (to provide protein for our animals), we continue to lead through our development of targeted nutrition, and our team of over 400 is dedicated to providing top notch nutrition for your pets. Our newest innovation is our ONE SmartBlend dog food and I am calling today in hopes of approval for some of this product to be featured in your store.

You: Yes we know Purina well. Tell me more about ONE SmartBlend itself. because we already have dog food in our stores. Tell me what sets you apart from the competition

Me: Of course. Real meat, fish, or poultry is always the main ingredient. It includes shredded meaty morsels. A breakthrough use of botanical oils. NO artificial flavors or preservatives. We are dedicated to producing food that provides dogs with the nutrients they need. Our product prioritizes animal health over all else. And we do it at a lower retail price than our competitors.

You: That sounds good. Does it come in any different formulas? For different ages of pets?

Me: Yes! We have The True Instinct Formula, a puppy formula, and an adult premium. Each of these formulas are made with ingredients tailor made for each group. For example, one of our adult premiums includes a sensitive systems formula for dogs who need softer foods.

You: I see all that I am hearing sounds great. Can you tell me about the prices and a little bit about what other stores are saying about your product?

Me: Yes! Over 90% of Purina users would recommend it to others. As for our prices, Purina offers a handful of noncumulative quantity discounts to resellers. If a retailer buys fewer than 40

bags they receive a 15% discount, 41-100 they receive a 25% discount, and over 100 they receive 40% off. We also offer a number of promotions to resellers. If a reseller sets up an end of aisle display of at least 30 bags of a mix of sizes and flavors, earn an extra 50 cents per bag discount on all bags purchased. For resellers that run a newspaper ad that includes one eighth of a page for Purina's products, Purina will reimburse the grocery store for 50% of the cost of the ad. As you can see, we offer plenty of promotions and discounts for resellers.

You: Yes! Everything I am hearing today is interesting and Purina's ONE SmartBlend dog food sounds like the perfect product for our stores. May I ask, do you use this particular dog food for your own pets or does someone you know use it? I would like to get a better idea of how the product works in real time. We here at Kruger like to support products that we truly believe will better our customer's lives and as you know pets are part of the family.

Me:

I am so glad to hear that. Yes of course. I have three dogs myself. I have an older black lab, and two younger yellow labs. All three of my dogs use PurinaOne Smart Blend. My older black lab has some health issues. Because of this I have him using our Sensitive systems formula. Our sensitive systems formula is one of our adult premiums and it works great for dogs who have sensitive guts like mine. My two younger dogs also use our PurinaOne SmartBlend I have them on the puppy premium.

You: Have you noticed any differences in your older dog since changing to this formula?

Me: yes I have! When my dog was on a different brand of dog food his fur was very greasy and sometimes very smelly. He would also have trouble keeping his meds down. Since switching to PurinaOne smart blend my dog no longer retains immense amounts of oil and odor and he has no trouble keeping his meds down.

You: that is awesome to hear. Here at Kruger we give out customers products they can trust. Is there any way I would be able to get my hands on a sample to have my dog try?

Me: yes! I brought several samples from our various different formulas. Is there one in particular you would like to try?

You: I just got a new puppy and I have him on a different brand and he has been sick lately and I would love to try something new and everything you have said about his product makes me feel like it's right for my pet!

Me: Here are some for you and your pet!!

You: thank you so much! I have a final question for today. What are your suggested retail prices?

Me:

Product	Size	Suggested Retail Price
True Instinct Formula (all varieties)	Small	\$19.99
	Large	\$29.99
Puppy (all varieties)	Small	\$22.16
	Large	\$34.18
Adult Premium (all varieties)	Small	\$21.99
	Large	\$33.59
Vibrant Maturity Senior Premium	Small	\$22.00
	Large	\$35.00

You: Awesome thank you! Everything I have heard today makes me think that Purina oNe smart blend is perfect for our shelves. To make the final decisions I will have to present this

information to our local manager who is in charge of which products will be offered in our store. Thank you for presenting this to me today. I look forward to giving this sample to my dog and presenting this information to our manager.

Me: Thank you so much for your time. Please contact me with any questions and when you make your final decision. Thank you for your time. Have a great day!