

OFFERING AUTOSHIP

# DISCOUNTS ON AUTOSHIP

## Promotional discount

Customer may receive a discount of up to 30% off our regular prices on their order if they sign up for autoship. If the customer is receiving a sale price (google price) they may get up to an additional 10%.

## Price match:

The normal price matching policy applies to all orders. If the customer asks for a discount on the price match price, you may offer 30% off the regular price or 10% off of the price match price. Provide the customer with the better price of the two.



# DISCOUNT ON AUTOSHIP

## Vetoryl Capsules 30 Ct. <sup>Rx</sup>

★★★★★ [2,154 reviews](#) | [Write a Review](#) | [Ask a Question](#)

Share:



This Item Ships FREE!

Availability: In Stock

Discount Price

**\$31.04**

AutoShip Price

**\$27.29**

← Save 30% on your 1st AutoShip Order!

Regular Price: ~~\$38.99~~ Save 30% on your 1st AutoShip order and 5% on all future AutoShip orders

Strength: \* 5 mg

5 mg

10 mg

30 mg

60 mg

120 mg

Auto-Ship

Every 4 weeks ▼

Quantity

-

1

+



Add to Cart

The savings displayed on the website are based on the regular price not the discount Price.

# HOW IT WORKS

Customer must be informed this saving will only be for their 1<sup>st</sup> order (the one you are placing today) and their autoship price will be based on the regular price with a 5% discount.

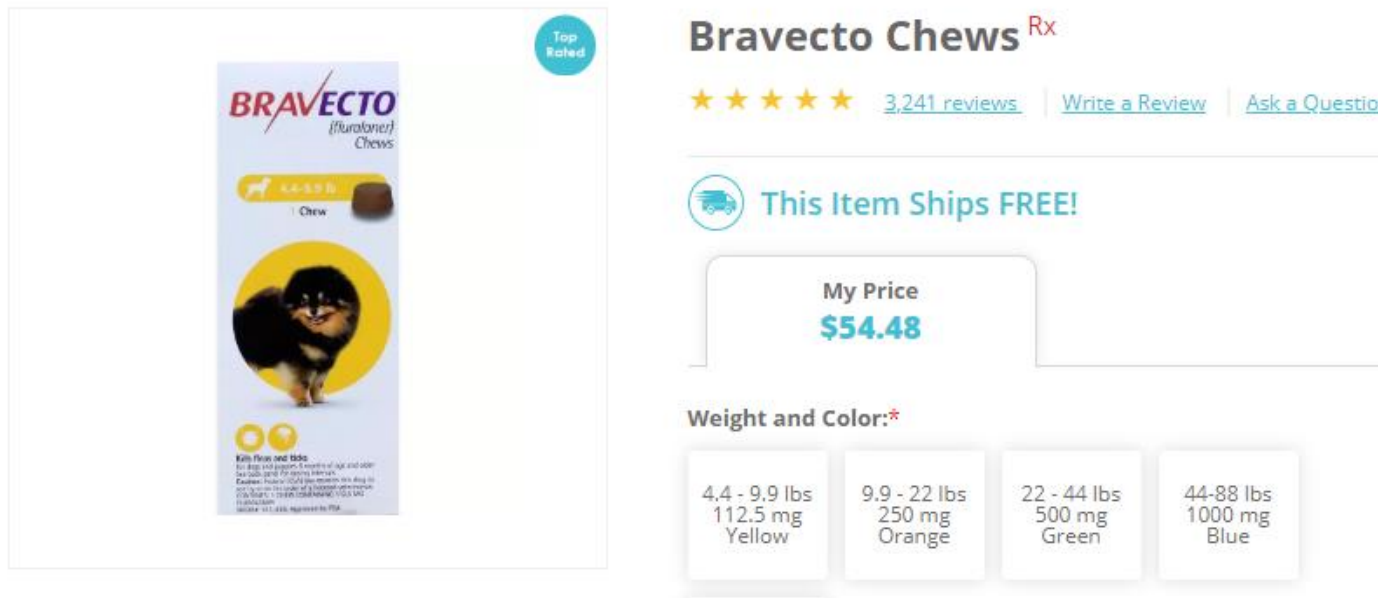
## Creating an order

- Add items to cart
- Manually adjust the price that shows on the website for “autoship”
- Apply coupons as normal
- Proceed with order

# NOT ELIGIBLE


Not all products are eligible to receive 30% discount on their first autoship order. If there's no autoship price tab next to the regular price this product does not qualify.

It will only qualify for our 5% autoship discount.



**Bravecto Chews<sup>Rx</sup>**

★★★★★ [3,241 reviews](#) | [Write a Review](#) | [Ask a Question](#)

 **This Item Ships FREE!**

**My Price**  
**\$54.48**

**Weight and Color:\***

4,4 - 9,9 lbs 112.5 mg Yellow	9,9 - 22 lbs 250 mg Orange	22 - 44 lbs 500 mg Green	44-88 lbs 1000 mg Blue
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# KNOW WHEN TO OFFER

Autoship works by allowing customers to configure recurring orders that are shipped at their convenience at a lower price.

Pay close attention to the clues provided by the customer!

- My pet will be taking this medication for the rest of his life.
- I have to keep calling every month to reorder.
- Do I have refills because I have to reorder (pet name) medication?
- My pet takes this medication (X) times a day and I have to keep reordering.
- I'm on a budget and I sometimes have a hard time affording their medication.
- Do you have any coupons/promotions because I have to reorder this very often?

You can also verify by checking the customer's account

- Check customer order history
- Check items radio button
- Check how frequent the item is purchased
- Check which item is purchased



# BENEFITS OF AUTOSHIP

Pet will never run out of medication

Additional savings on their first order

Vet will be automatically contacted for refills

Order will be automatically generated

Frequency can be chosen

Autoship can be canceled at any time

# SUGGESTED OFFER SCRIPTING

## **Offering to a new customer:**

If you sign up for AS today, you will save up to 30% on today's order and 5% on your future AS orders. When will you need this again?

## **Offering to new customer receiving the "Google price":**

If you sign up for AS today, you will save up to 10% on today's order and 5% on your future AS orders. When will you need this again?



## SUGGESTED SCRIPTING CONTINUED . . .

### **Offering to existing customers who have purchased an item before:**

“I see you purchase (Product name ) frequently. If you sign up for an autoship today, you will save up to 30% on today’s order and 5% on your future autoship orders. When will you need it again?”

### **Offering to a customer who frequently calls to get medications in a rush:**

“I see that you call regularly and usually need this product in a hurry. Why not sign up for autoship and get it sent to you regularly instead?.”

# FREQUENTLY ASKED QUESTIONS

Questions	Answers
Do you have any subscription fee?	There are no fees for being enrolled in AS
When do I get charged?	Your card does not get charged until the order has ships.
Savings/Cheaper	We do price match with our competitors and vets and you will get the additional discount off your first order.
What will I be charged on my future order?	After your first autoship order, future orders will be 5% off the regular price
If I get the 5% off will I still get the free shipping if it goes below \$49?	As long as the price was above \$49 before the 5% discount, you will receive free shipping.
I don't want to be locked into anything/long term commitment?	You may cancel or change your status at anytime.

## FAQ CONTINUED

Questions	Answers
What is my pet no longer needs to take the medication or the dosage changes?	You can cancel or change your autoship at anytime.
Can you ship on or after a specific date each month?	Our autoship program is based on week intervals so you can select the intervals that best fit your schedule.
Can I use my coupon in addition to the autoship discount?	Yes you may.
How does this work with items that are hard to get?	There is no guarantee on inventory, however, we do our best effort to service our autoship customers.
I don't have an email, how do I know when my item is being shipped?	You can log into your account to check your order status, or you can always call us.

# EXERCISES