

What veterinarians say

about marketing and sales teams

We surveyed nearly three hundred veterinarians and clinic employees about topics of interest to animal health marketers. Here's what our customers had to say.

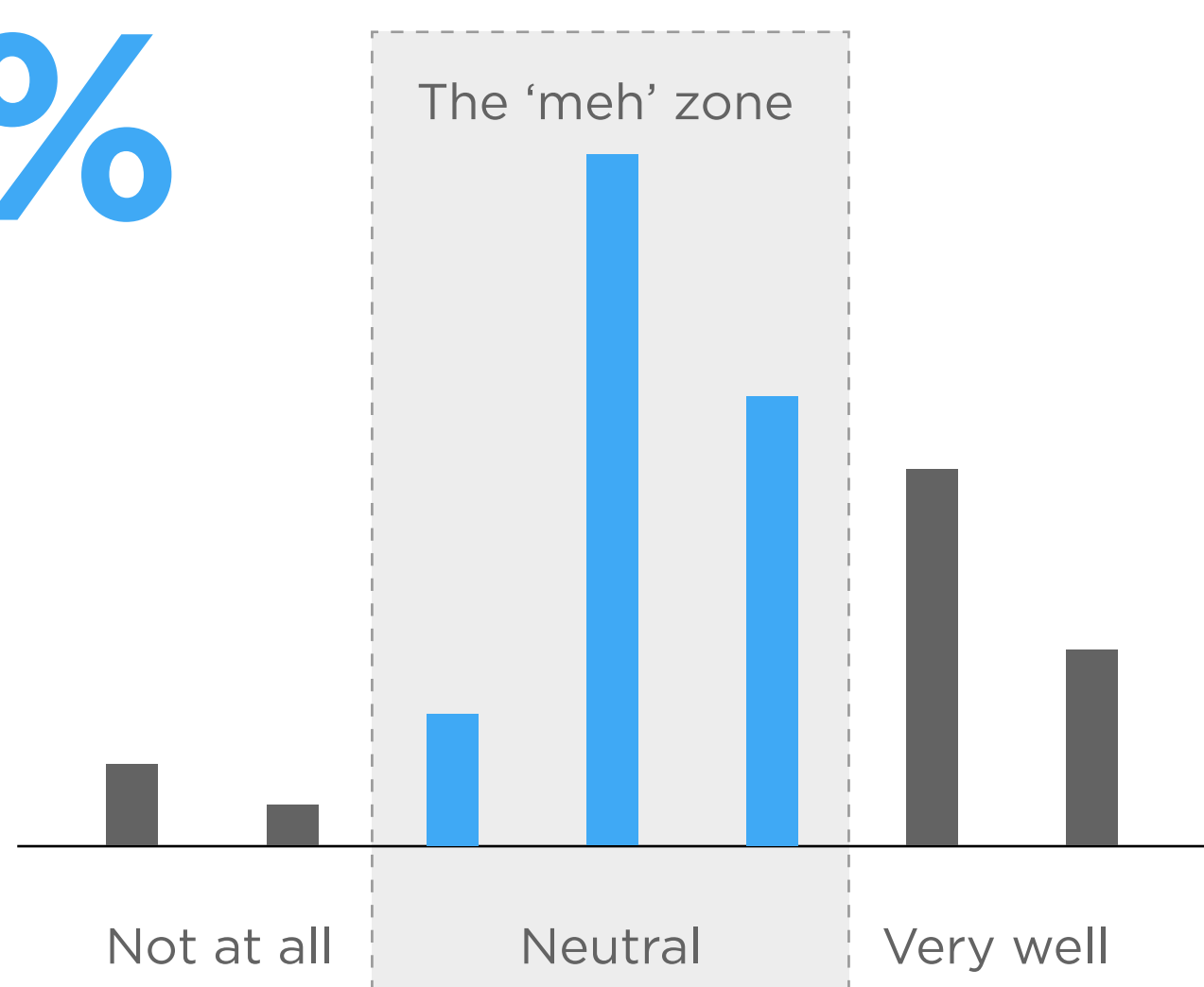


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Sadly, we aren't doing a great job

How well do sales people understand your needs?

67%
NEUTRAL



Why it matters

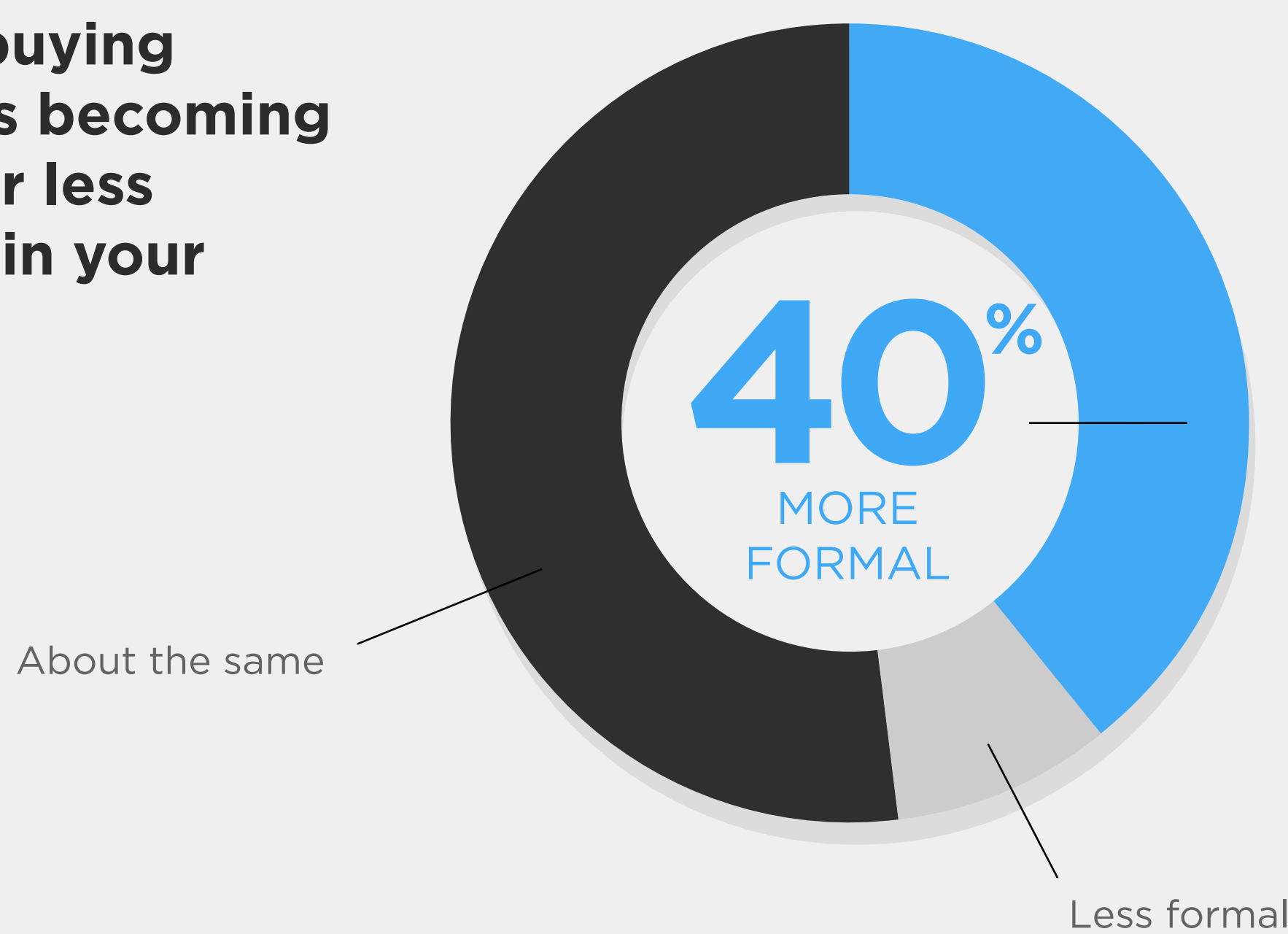
Optimists might say, "It could be worse." But the entrepreneurial among us will recognize the huge opportunity for those willing to improve their marketing and sales efforts. (BTW, this question is about our sales teams. We got similar results when we asked the same question about "manufacturers.")



The buying process is becoming more complex

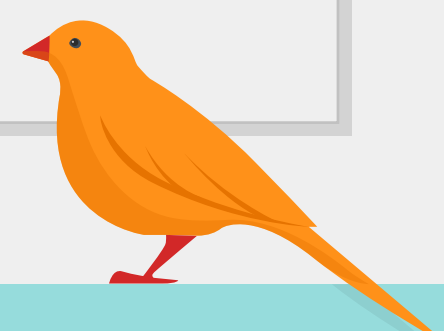
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Is the buying process becoming more or less formal in your clinic?



Why it matters

We need to better understand who's involved and what criteria they're using to make purchase decisions. Responding to these changes will improve our effectiveness and help improve customers' perception of our empathy.



3

We might be overlooking key decision makers



Who plays a role in purchase decisions in your clinic?

- ✓ Owner and/or Partner
- ✓ Business Manager
- ✓ Veterinarian Employee
- ✓ Veterinary Technician
- ✓ Office Staff
- ✓ Other

Why it matters

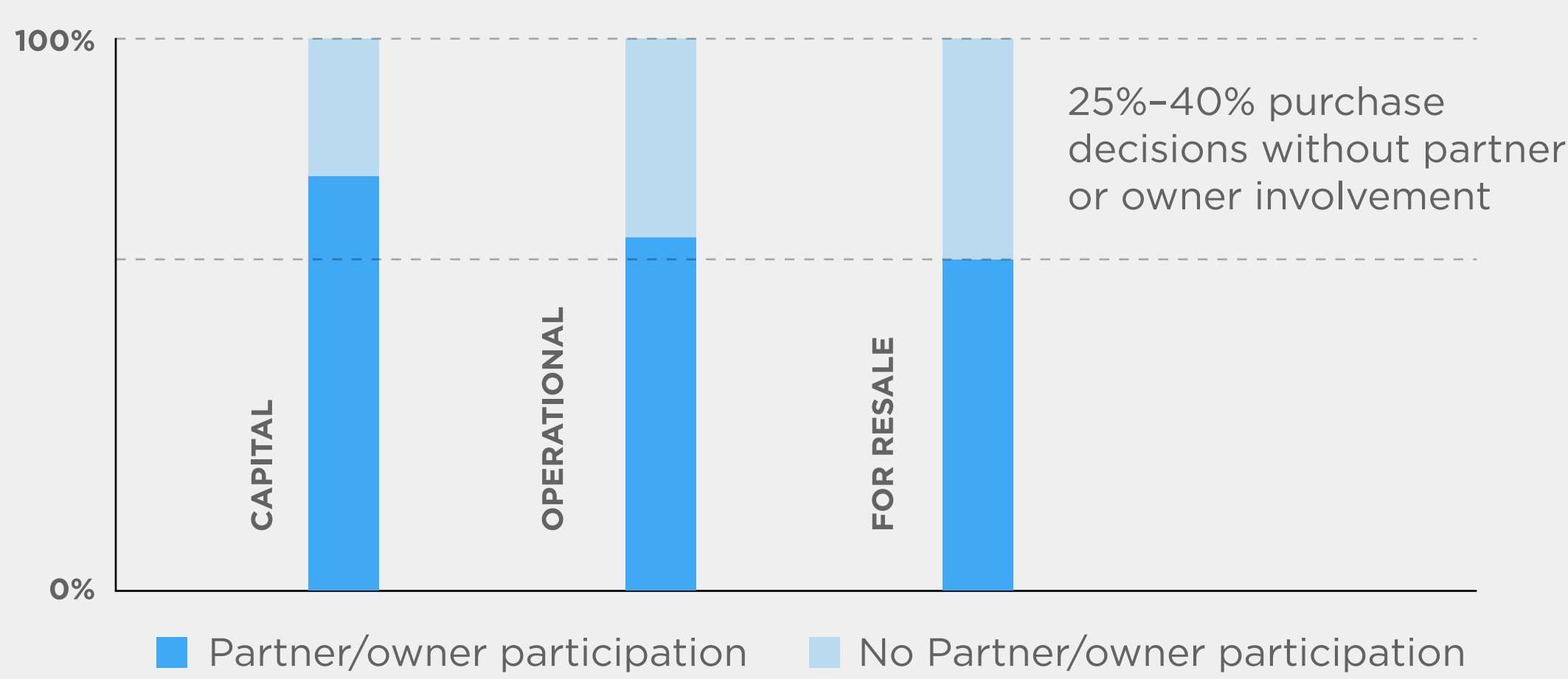
We identified six broad roles that are typical in a veterinary clinic and every one of them played a role in purchase decisions in at least some of the clinics. Chances are good that our marketing and sales efforts are targeting too few of these roles.



We aren't always targeting the right people

4

In what types of purchases do partners/owners participate in the decision process?



Why it matters

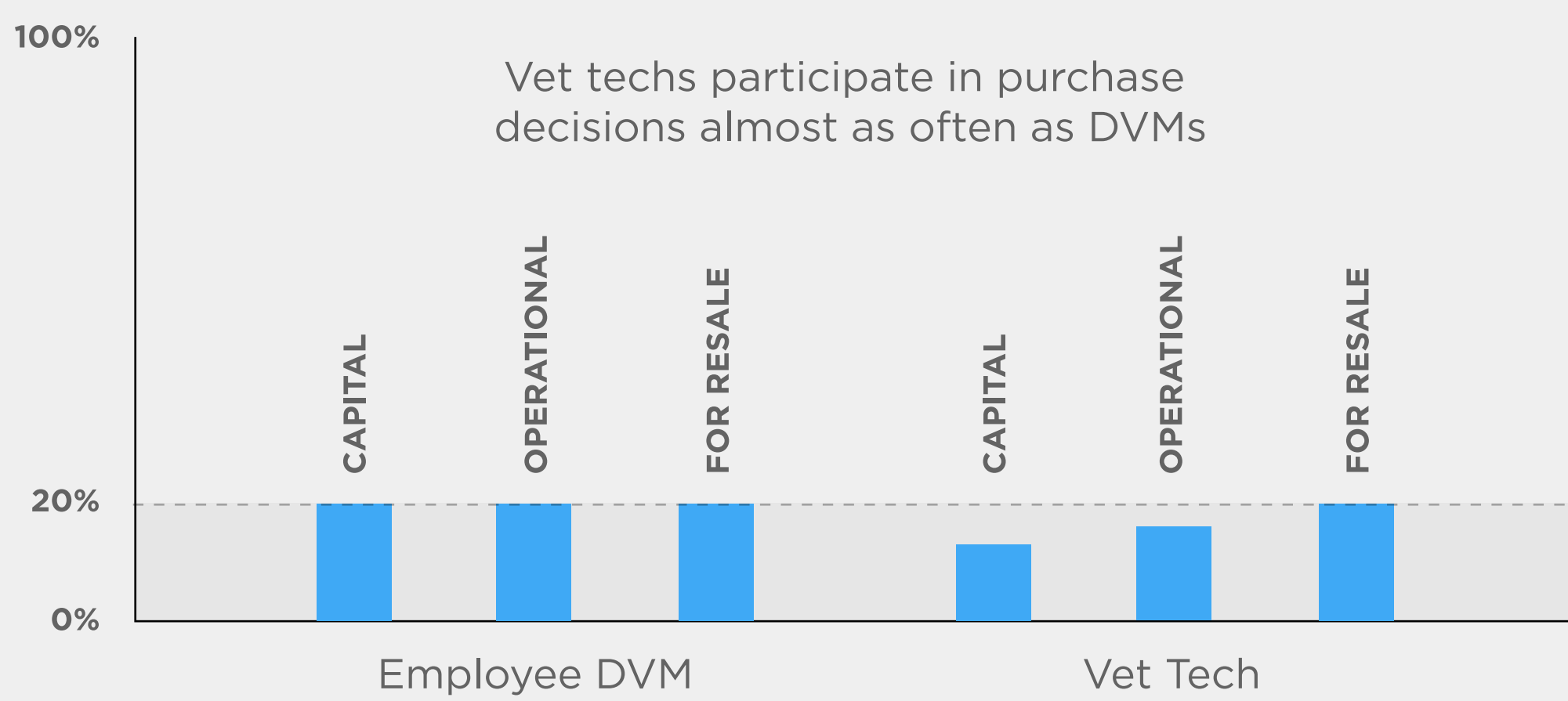
Partners and owners do not play a role in purchase decisions in roughly 25% to 40% of cases. So if our marketing and sales teams only focus on these individuals, we're wasting our energy at least a quarter of the time. And we're leaving a lot of opportunity on the table.



There's a tendency to assume that anyone with a DVM/VMD degree will have more influence in a clinic. But our results show that veterinary technicians participate in purchase decisions almost as often as veterinarian employees. Maybe it's time we extended our efforts more broadly?

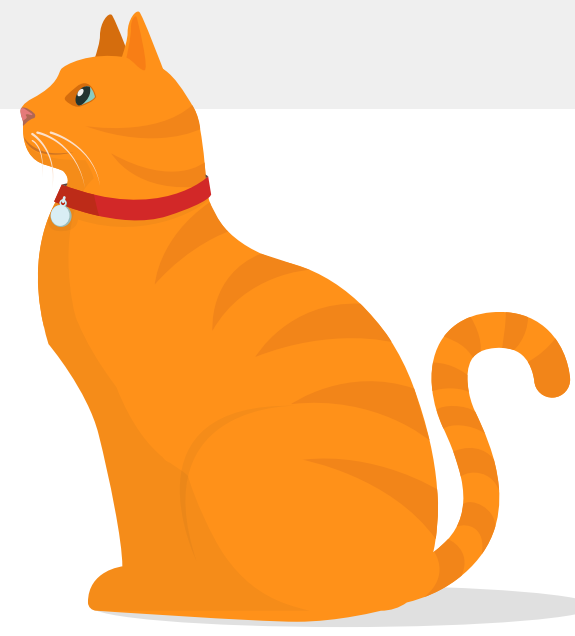


In what types of purchases do veterinarian employees and veterinary technicians participate in the decision process?



About the survey

We conducted this survey at the NAVC2016 event in Orlando, Florida between January 16 and 19. 298 respondents (or over 1% of all attendees who work in animal clinics) took the survey.



Quarry is the modern marketing firm for brands with complex buying journeys.

With 30 years of experience working in the animal health industry, we blend art and science to deliver better buyer experiences for measurable, business-building results. Quarry is the inaugural MarketingProfs' B2B Agency of the Year award winner.

