

# Start here to map out a bright future.

ESSENTIAL  
EFFECTIVE  
100% FREE



## 100% FREE Employee Training

Deliver service that puts you  
on the map...

- Win loyal customers.
- Impress with expertise.
- Exceed expectations.
- Increase sales.

**Essential. Effective. 100% FREE.**

- Developed by pet experts.
- Targeted to your business.
- Brand-neutral content.
- Gets results fast.

...and blows away the  
competition.

**NEW & IMPROVED IN 2021**

**Basic Customer Service & Sales**  
Improve service, sales and satisfaction.

**Managing Customer Service & Sales**  
Lead your team to a service advantage.

**Dog & Cat Nutrition**  
Help customers make the right choices.

**PIDA** Brought to you by your distributor  
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