

# Internet and Traditional Company Growth

Stephanie Healy

Owner – Choice Pet Foods

Former CEO/Co-Founder – Vente,  
Inc.

# Vente, Inc.

Vente offers online lead generation, surveys and customer data - Windows Internet Explorer

http://www.venteinc.com/


Google

Vente offers online lead generation, surveys and ...

**ente** Connecting Businesses and Customers

Search  GO

ABOUT US | WHAT WE DO | PRODUCTS | INDUSTRY SOLUTIONS | OUR DATA | CONTACT US | FOR OUR PUBLISHERS



- Reads mysteries
- Migraine sufferer
- Interested in new cell phone
- Uses liquid body wash
- Purchases books online
- Sensitive skin
- High speed internet access
- Owns a puppy

REPLAY LEARN MORE

**THE VENTE ADVANTAGE...**

- ▶ Largest permission-based consumer database
- ▶ Ability to micro target qualified prospects
- ▶ Proven marketing solutions
- ▶ Customized market research surveys

**DISCOVER OUR DATA**

Looking for females...

- who shop online
- who have allergies
- who own pets

**35 million consumers, 6,000 data points**

**TELL ME MORE**

To learn more about what Vente can do for you, provide us with your information and you will be contacted shortly.

Single orders or clients unable to commit to \$12,000+ per year may contact our list manager, please [click here](#).

First name:

Last name:

Company name:

Email:

**VENTE IS NOW A PART OF Q INTERACTIVE** [read more >>](#)

**WHAT OUR CUSTOMERS ARE SAYING**

"Excellent, Vente has really proved themselves. They have satisfied all of our needs and they've been very timely."  
*Fortune 500 technology company*

"Vente's email campaigns have been extremely responsive!"

Internet | Protected Mode: On 100%

# Choice Pet Foods, Inc.

Doc's Choice - Treat Your Dog Well - Windows Internet Explorer


http://www.docchoicepetfood.com/

Google


Doc's Choice - Treat Your Dog Well

Doc's Choice  
Naturally Made, Naturally Good™

Contact Us | Home



High Protein - 32%



Products | Retail Locations | Breeder's | FAQ's | Testimonials

**Products**

**Doc's Choice Premium Puppy**  
Veterinarian developed and nutritional excellence for puppies, and pregnant or nursing adult dogs.  
> Learn more...

**Doc's Choice Premium Adult**  
Veterinarian developed and nutritional excellence for adult dogs of moderate to average activity.  
> Learn more...

**About Doc's Choice**

Doc's Choice was founded by Dr. Gene Graney, licensed Veterinarian and Nutritionist, in 1991. As a practicing Veterinarian, Dr. Graney witnessed first-hand the downward trend in quality of dog food being produced by large manufacturers, and the health implications it had on dogs. Dr. Graney knew something had to be done so he set out to develop a high quality dog food using only quality ingredients, but equally as important, it had to be affordable for everyone. Today, we have "Doc's Choice" - the best dog food available for puppies and adult dogs!

**Why Choose Doc's Choice?**

- Doc's Choice was **developed by a licensed Veterinarian and Nutritionist.**
- Doc's Choice **meets and/or exceeds the AAFCO recommended nutrient requirements** for dog food.
- Doc's Choice **provides natural sources** of Glucosamine. Antioxidants. Omega

Done

Internet | Protected Mode: On

100%

# Keys to Success

- People
- Funding
- Financials
- Leadership



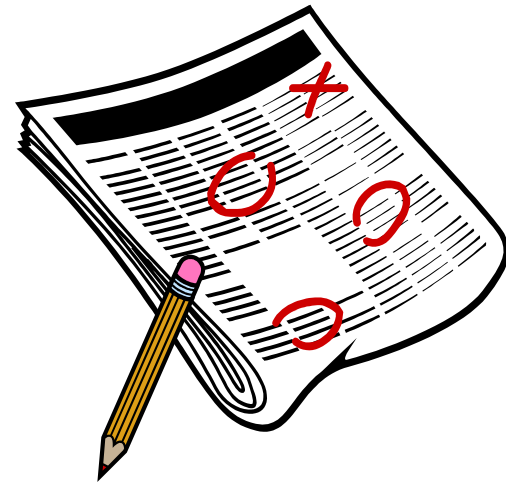
# Learning the hard way...

- No one will work as hard as YOU!
  - Company built on your back and passion
- Be willing to wear many hats until you can afford help
  - Dog food company has 1 non-family employee
- Never stop selling!
  - You will probably always be your best sales person



# Making Tough Decisions...

- Hiring/Firing
  - Hire best people you can afford
  - May not be the best person forever
  - Let poor performers go ASAP!
- Great employees are hard to find, especially sales
  - Treat them well – pay, ownership, flexibility,



# Funding



- Have capital available
  - VC – Aggressive growth
  - Give up ownership & control
  - Doc's Choice – bootstrap
- Get to profitability ASAP!
  - Opportunities
- Partner with people who bring value and you trust

# Financials



- CFO/Accountants
  - Expenses
- Know your business & numbers
  - Growth by sales
- Budgets and goals
  - Everyone should know the numbers!

# Leadership

- Me CEO?
  - Know your limitations
- Listen to customers
  - infoUSA – built business
  - Experian - bought business
- Sleepless nights
  - Leads to inspiration
- Don't panic
  - Doc's Choice
- Be focused on sales
  - Keep selling!



Thank you!

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