

WommsStock

CPD fest 2023

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Boehringer
Ingelheim



Welcome to the Boehringer
Ingelheim WormStock CPD
Festival 2023



Welcome and plenary session

Victoria Hudson

Agenda and Timings



"The Influential SQP" (Part 1)

10:00am – 10:30am

Sustainable Parasite Control In Cattle

10:30am – 11:30am

Comfort Break (15 minutes)

"The Influential SQP" (Part 2)

11:45am – 12:15pm

Lunch & networking (1 hr.)



Agenda and Timings



Sustainable Equine Worming

Includes case studies and break out groups

1:15 pm – 2:45 pm

"The Influential SQP" (Part 3)

Comfort Break (15 minutes)

2:45 pm – 3:15 pm

Dealing with Intestinal Worms in Cats & Dogs 3:30 pm – 4:00 pm

"The Influential SQP" (Part 4)

4:00 pm – 4:30 pm



AMTRA & Vetpol CPD



We are very pleased to announce that each presentation has been accredited by both AMTRA and Vetpol.

WormStock CPD Fest 2023 is worth **32 AMTRA points** or **4hrs of Vetpol CPD**

The presentation on Sustainable Parasite Control in cattle is also an option that counts towards your minimum of 24 enhanced/ compulsory farm points



Housekeeping

Toilets

Fire escapes

Signing in and Signing Out

CPD Points





About Boehringer Ingelheim Animal Health and our brands

Victoria Hudson

About Boehringer Ingelheim Animal Health



- Family-owned pharmaceutical company
- Founded 1885 in Ingelheim, Germany
- Focus on Human Pharma, Animal Health and Biopharmaceutical Contract Manufacturing
- More than 53,000 employees worldwide
- R&D expenses of 5 billion EUR
- 25 R&D sites worldwide for Human Pharma and Animal Health



The Health of Animals and Humans is interconnected



Pet ownership is on the rise, and people go above and beyond to protect or treat their pets from illnesses and improve their quality of life. Animals are living longer, creating different needs for their medical care.

Farmers and producers need support in raising and caring for their livestock animals in a healthy, sustainable, and financially viable way. Consumers want to be confident about the food they eat, as the demand for protein continues to increase in many parts of the world.



Zoonotic, transboundary and emerging diseases will continue to be a threat, so new approaches to control these infectious diseases in animals, especially livestock, are increasingly important. Boehringer Ingelheim is a trusted partner in helping prevent the spread of these diseases and limiting outbreaks to keep humans and animals healthy.



As a leader in animal health, we make a difference for people, animals, and our society, and that comes with responsibility.

Boehringer Ingelheim's portfolio includes vaccines, parasite-control products, and pharmaceuticals to help protect and treat disease in pets, horses and livestock. **We prevent disease.**

We champion innovation. We cherish the deep connection that people and animals share.





















A product portfolio to improve animal health and wellbeing

For veterinarians, pet owners, farmers, and governments in more than 150 countries, we offer a large and innovative portfolio of products and services to improve the health and well-being of companion animals and livestock.

Our portfolio contains some of the most widely used and well-respected vaccines, parasite control products and therapeutics in animal health.

Highlights Of Our Portfolio

PETS	EQUINE	RUMINANTS	SWINE	POULTRY	VPH*
					
					
					

*Veterinary Public Health



But more importantly, we are here for you!



A team that will support you:

Brand Managers

Sales team

Veterinary Advisors

Head office staff

Brands you and your customers can trust!



The Influential SQP



We will take a close look at our **own personality preferences** and those of **our potential customers** and see where the opportunities for building stronger rapport might exist.

We will look at some of the **psychology of a sales transaction** and the importance of stressing **benefits of a product, over its features**.

Finally, we will equip you with a **proven communication technique for overcoming customer objections** and ensuring that you feel confident and comfortable with being able to challenge a customer so that the correct product is prescribed, not just what the customer wants.





Summary and key take aways

Victoria Hudson

Three key take-aways



The Influential SQP

1. Remember! People buy people first!
2. Seek first to understand then to be understood - in other words, ask good, open questions and listen carefully to customer responses
3. **Keep Calm and Handle Objections!** No matter what the objection, our AMOA process can help you deal with, and overcome, the obstacle!



Three key take-aways



Sustainable Parasite Control in Cattle

1. **Strategic sustainable control** of parasites at pasture can have a positive impact on the whole herd.
2. **Correct product selection and administration** volumes play a critical role in minimising the development of anthelmintic resistance.
3. **Small changes** can have a huge impact on the sustainability of treatments long term.



Three key take-aways



Sustainable Equine Worming

1. Treatment should be targeted, based on a risk assessment and testing (FEC)
2. Moxidectin should be reserved for only encysted redworm treatment - adult horses are unlikely to need encysted treatment
3. A post-treatment FEC should be carried out annually to check that the parasite control programme is working



Three key take-aways



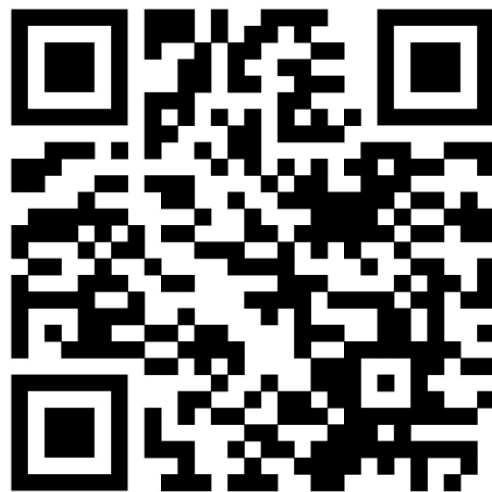
Dealing with Intestinal Worms in Cats and Dogs

1. **Regular worming is essential:** De-wormers kill worms at the time of treatment, but they don't have a persistent efficacy, which means dogs can quickly get re-infected
2. **Review the checklist to assess the risk of worms** and recommend a tailored deworming programme for your customer
3. **Always choose the correct product size** so that the pet receives the optimum dose for their weight





Beat the Parasites Ambassador Club



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