



MARKETING TO VENDORS FOR VETERINARY CLINICS

Marketing to Vendors for Veterinary Clinics



At Vetcelerator, we believe that every business problem is a marketing problem, especially in an industry where suppliers hold significant pricing power.

Marketing to vendors is a powerful strategy for veterinary clinics that aims to lower costs and improve profitability.



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The Veterinary Market Landscape

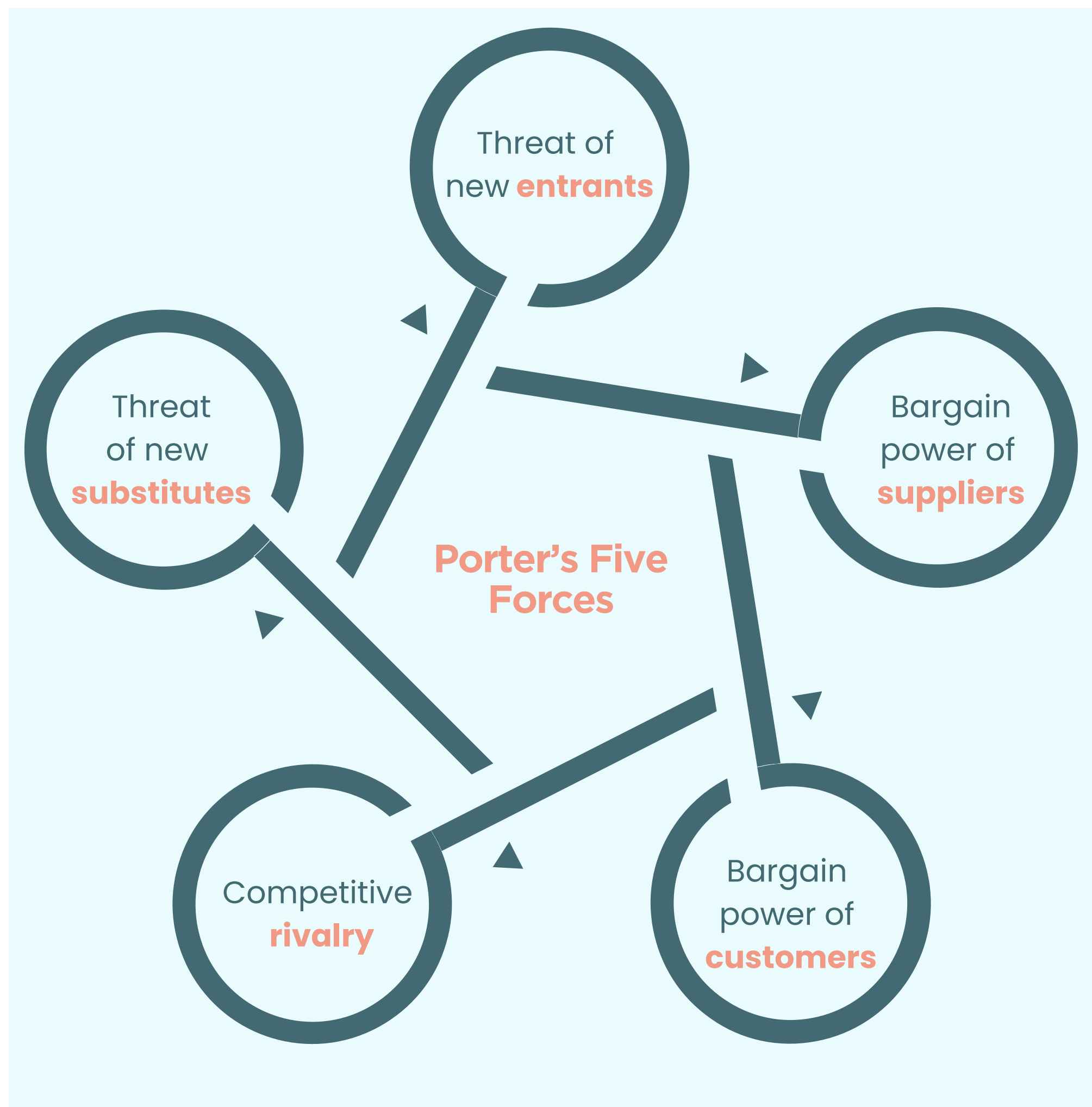


The veterinary supply chain flows from **manufacturers** to **clinics**, which sell or prescribe products to **pet parents**.

The design of this supply chain creates potential for clinics to influence their position by demonstrating value to suppliers.

Doing so can unlock more favorable terms and pricing.

Power Dynamics – Clinics vs. Suppliers



Michael Porter's Five Forces Highlights the competitive tension between **clinics** and **suppliers**.

Porter would tell you to look at the relative power of buyers and suppliers in an industry to determine your positioning strategy.

Power Dynamics – Clinics vs. Suppliers

Current Dynamic



Suppliers

are fewer in number and hold a larger market share, enjoying advantages of scale, market position, and efficiencies.



Clinics

operate in a highly competitive space with small market shares, significant customer diversity, and often thin margins.



Goal: Position your clinic as a valuable, low-cost partner to suppliers.



Why Market to Vendors?

Value Proposition to Suppliers



Volume Commitments

By consolidating orders or committing to higher volumes, clinics demonstrate the potential for steady demand.



Efficiency

Clinics that simplify processes or align with supplier logistics make themselves easier and less costly to serve.



Outcome: More favorable pricing and terms for your clinic.



The Pricing Advantage



Financial Impact:

Marketing to a supplier involves demonstrating how their business will reduce the supplier's CAC or improve post-acquisition value through increased purchases or lower servicing needs.

In return, the clinic can seek better pricing on goods or services, improving its overall profitability.



How to Market to Vendors



Group Purchasing Organizations (GPOs): Independent clinics benefit from bulk discounts.



Data-Driven Platforms: Improve visibility and transparency in supplier selection.



Collaborative Advertising: Partner with suppliers for shared marketing benefits.





MARKETING TO VENDORS FOR VETERINARY CLINICS

Start Marketing To Vendors Today!



Positioning your clinic as a valuable partner for suppliers isn't just a concept—it's a proven strategy that directly benefits your bottom line.

Vetcelerator is here to help.
Contact us to learn more.



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