



 **DOG GUARD**<sup>®</sup>  
**OUT OF SIGHT FENCING**

# **WHY CHOOSE DOG GUARD?**





**DOG GUARD**  
**OUT OF SIGHT FENCING**

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Dear Prospective Distributor:

Welcome to Dog Guard Fencing, a business company of extraordinary potential. As an entrepreneur, you are wise to be investigating a pet business where consumer appeal is already very high and steadily increasing. The \$53 billion-dollar-a-year related industry has experienced a growth rate of over 20% annually for the past twenty years. Many of our dealers across the country will tell you that Dog Guard promises unlimited success.

An entrepreneur, by definition, is anyone who owns, launches, manages and assumes the risks of an economic venture; in other words, a very special breed of leader whose ultimate reward is to conquer challenges and fulfill dreams. However, to earn the right to be called an entrepreneur, you must do more than just dream of owning your own business - you must take action! For many of you who are already entrepreneurs, you know just how important this action principle is towards success.

Whether you are ready to realize your dream, or are interested in expanding your current business, we believe your day to take action has arrived! With a market recognized both nationally and internationally, Dog Guard is a ground floor opportunity with a proven track record, high earning, and unlimited growth potential. If you are serious about your future, join an aggressive leader in the pet industry. Join the Dog Guard team.

If any questions arise while reading this booklet, please don't hesitate to call us! We look forward to hearing from you.

Respectfully,  
William F. Drew  
General Manager

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# WITH DOG GUARD

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## You're in Excellent Company

### OUR COMPANY

Dog Guard is the manufacturer of a superior line of pet containment products, destined to become the leader in electronic dog containment systems. We sell our products to distributors who sell, install, and service these products for pet owners across the country. Our goal is to establish a mutually beneficial, long-term business relationship with our distributors.

Based on price and quality, consumers have found that Dog Guard is the most moderately priced, quality system in the marketplace today.

### OUR PRODUCT

As a result of our attention to detail, Dog Guard maintains technical superiority unparalleled by the competition. All of our transmitters and receivers are tested and hand checked three times during the manufacturing process. All receivers are labeled to include the voltage output result and the last date checked.

Dog Guard's state-of-the-art transmitter is equipped with three indicator lights which help the pet owner monitor the status of their system, as well as an "audible alarm" which alerts the pet owner in the event that there is a wire break or some other inconsistency within the field.



Dog Guard also offers the best receiver in the pet containment industry! Designed to take care of the "tough-to-train" dog, while still allowing reduced correction for the timid or more passive pet, our DG9XT is the highest correcting unit on the market today. New in 2010, we are proud to offer the Micro Receiver (M4), a receiver created especially for dogs under ten pounds and cats! Versatility is OUR key!

# ABOUT DOG GUARD

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## Q & A

### Q. Exactly what is DOG GUARD?

A. Dog Guard is an underground fence system used to keep a dog safe in his yard.

### Q. How does it work?

A. First, a transmitter is installed in a convenient location, usually in the garage. Then a wire is placed underground around the outside edge of a customer's property. The transmitter sends a harmless radio signal through the wire to a small receiver worn on the dog's collar. As the dog nears the wire, the receiver picks up the signal and gives off an audible warning in conjunction with a mild correction. Both the pet owner and the Dog Guard distributor help the dog to learn that he is to stop or turn around before the warning.

### Q. Can a dog on the DOG GUARD system be taken for a walk?

A. Yes! Once the dog is trained or conditioned to the system he can be taken outside the yard as usual. The Dog Guard receiver collar must be taken off before putting a leash on.

### Q. How much does DOG GUARD cost?

A. Dog Guard costs much less than traditional fencing, and has none of the maintenance or aesthetic problems. The price depends on how many dogs a customer owns and how large their property is.

### Q. How do pet owners teach their dogs to heed the warning?

A. As a Dog Guard Distributor, you will help the pet owner train his or her dog. The boundary is marked with flags that give a visible line for the pet. For seven to ten days, the pet owner should spend ten to fifteen minutes walking the dog around the flag line and firmly telling him, "NO!" If the dog moves toward the flags, he should be told "NO!" and be taken back toward the center of the yard and given lots of praise. In this manner, he will quickly learn where the boundary is.

### Q. Does the correction hurt a dog?

A. No! The correction has been thoroughly tested and proven to be harmless. It is a mild static pulsation similar to a shock from a doorknob.

### Q. Why is DOG GUARD more expensive than systems in catalogues and stores?

A. Actually, these retail systems are not the same caliber as Dog Guard. Our workmanship and technology out-performs all others!



# DOG GUARD

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## Product Extras

### A "Lightning Protected" transmitter with a LIFETIME GUARANTEE!

This enhancement not only saves the customer the cost of replacement due to lightning, it is also designed to keep the entire containment area from becoming an "active" field\* (continuous impulses to the pet's collar). This has been known to happen with the competitor's product.

### A High Output Transmitter!

Dog Guard's transmitter has the largest field range (width of signal) of any system available.



# THE DOG GUARD

## Business Opportunity

### QUALITY PRODUCTS & QUALITY TRAINING

Dog Guard is committed to creating a strong distributor network that consists of experienced professionals, eager to become experts in the pet containment field. We want to recruit distributors who can extend personalized, dependable service to each and every customer.

As a Dog Guard distributor, you will receive a complete package that contains all the elements of a turn-key business. This includes a proven and effective installation system, technical instruction, and training in marketing and selling. You will also receive continuous support and direction from the manufacturer.

With Dog Guard's unsurpassed knowledge in these areas, you will be provided with all the necessary information, materials, ideas and techniques needed to build a successful pet containment business.

### The Pet Containment Industry's Best Non-Failure Rates!

Dog Guard is built to operate in all types of situations, including in adverse weather and on lake front property. While many retail products often fail right out of the box, our receivers and transmitters have held up to the tests of time and endurance.



# MANUFACTURER COMMITMENT

## Should we decide to work together, Dog Guard pledges:

### TEAMWORK

We will coach you and provide, not only the principal products, but direction, marketing expertise, a foundation of product knowledge and sales training.

We will actively look for opportunities to reduce costs (e.g. solicit bulk purchasing contracts for accessories, collars, wire, etc.) and develop programs which will generate additional business opportunities in selling the Dog Guard product.

We will spend time working with you on the design and implementation of marketing programs, sales calls, and product knowledge training, including the proper procedures for installing and servicing the Dog Guard product. In addition, we will be readily available via phone and/or scheduled visits as necessary.

As your business grows, you will be looking into more aggressive media campaigns, including television advertising. Dog Guard will assist you in implementing a campaign appropriate for your market.

Dog owners place no price tag on the value of their pet. The customer needs to be recognized for this commitment. The bottom line is, a Dog Guard Distributor must be personable and patient with people, as well as animals. This will ensure your immediate and long-term success. We will support you in all aspects of "Pet Public Relations" with encouragement and advice.

One of the most crucial elements required for success in this business is your enthusiasm. With enthusiasm and a genuine belief in what you do and what you sell, you will build a foundation of trust and respect with your clients. We will do all we can to constantly encourage and inspire you to new heights as a Dog Guard Distributor.



# BENEFITS OF A PARTNERSHIP

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## With Dog Guard

### YOU ARE YOUR OWN BOSS!

#### **You control everything**

When you are a Dog Guard distributor, you are your own boss! You sell a system, you install it, and you are paid immediately.

#### **Opportunity for expansion**

You can sell the Dog Guard system in various ways. You may sell Dog Guard as a Do-It-Yourself product to retail outlets' customers in your territory, and/or you can provide a professionally installed product directly to your customers through your distributorship.

#### **Easy Installation/Dependable Technical Support**

An average installation takes approximately two hours. This allows you to install more systems in one day and still have time to answer service calls. Our qualified technical staff provides dependable and reliable support to answer any question you might have regarding the installation process and/or equipment.

### A PRODUCT TO BE PROUD OF!

#### **Unique product with a strong demand**

The public's love of pets has been responsible for the continued growth and success in the pet industry. A pet owner will invest a considerable amount of money into a pet to ensure the pet's safety and quality of life.

#### **Ongoing source of income**

Dog Guard customers often have service and product needs after the initial purchase, including system servicing, battery plans, additional receivers and collars, training, etc. This creates an ongoing source of income for your distributorship!

#### **High customer satisfaction and referral business**

The success of the Dog Guard product creates a continuous referral base for future business. As a rule, every individual that purchases a system creates three additional selling opportunities.

# DOG GUARD DISTRIBUTOR

## Our Vision for You

### TOGETHER WE CAN!

Based upon an analysis of your trading area/territory selling 50-100 units in your first year is not an unreasonable goal.

This assumption is based on local demographics, as well as our past experience with other distributors in their first year. If you already have an existing business, you may have an additional source of opportunity that exists from your current client base. Thus, your position within your business community is first rate and will provide you with the necessary foundation of trust and respect that is critical in selling Dog Guard.

At the end of your 3rd quarter of business, we will review your business/ marketing plan for the fourth quarter and following year. At that point, we will decide whether or not your Dog Guard distributorship warrants a change in advertising.

Finally, your sales volume should double within the second year.



# START-UP PROGRAM

## The First 90 days

### The purpose of the Start-Up Program is two-fold:

First, as your manufacturer, we will work aggressively with you to build public awareness that you are the authorized distributor for Dog Guard.

Second, after contracts have been signed, a Business/Marketing plan for the coming year will be drafted. At this time, we will identify your sales goals and financial objectives. Next, we will design a program to achieve these desired results.

Third, by the time we have achieved these goals, your distributorship will be fully prepared to confidently sell Dog Guard. As a result, you will achieve your forecasted revenue, as outlined in the business plan.

Fourth, we will identify actions to be performed by the manufacturer on behalf of your distributorship, including scheduling for all relevant training programs. What follows is an outline of our training programs and how we will work with you in the first 90 days as a Dog Guard Distributor.



# **TRAINING IS ESSENTIAL**

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**to Your Success!**

**To ensure your success as a Dog Guard Distributor, we will provide you with training in the following FOUR KEY AREAS:**

## **I. Company Knowledge**

This training program will teach you about Dog Guard from the ground up:

- Key Personnel
- Company Image and Reputation
- Technical Advantages
- Unique Capabilities
- Strengths and Weaknesses Versus Competition
- Company Marketing Philosophy
- Pricing Policies and Guidelines

## **II. Product Knowledge**

To ensure that you are prepared to confidently sell and install Dog Guard, you will receive a comprehensive review of Dog Guard products, services, and technical components. This will also be supplemented with a Distributor Handbook, which can be utilized as an ongoing reference manual.

In addition, once you have signed a contract, you will receive on-site technical and installation training from our professional Dog Guard staff.

# HERE'S TO YOUR SUCCESS!

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## III. Sales Training

We are committed to providing you with the best sales training possible. This means supplying you with the tools and the information necessary to effectively develop lead sources. Together we will work to:

- Formulate Contingency Plans
- Devise Milestone Checkpoints
- Institute Feedback Programs

We will also review the basics of sales specific to this product and your marketplace. Finally, we will provide role-play training for sales, including phone sales and in-person sales.

## IV. Marketing/Advertising Support and Guidelines

Advertising brings you customers! As part of your training, we will assist you in the design of promotional materials, including:

- Trade Show Displays
- Television Ads
- Yellow Page Ads
- Direct Mail Pieces
- Flyers

As an on-going resource, we will also provide you with a Marketing Handbook, as well as instruction on how to network with pet stores, veterinarians, real estate agents, kennels, and breeders to generate additional sales.

Moreover, though we look forward to working together to start you on the road to success, we firmly believe that you are ultimately your own boss!



# FINANCIALLY SPEAKING

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## We are the BEST!

### **Great “add-on” line of business for:**

Landscapers, fence contractors, kennel operators, pet store owners, etc.

### **Minimum initial investment.**

People will always love and invest in their pets and will make the necessary investment to assure their safety. The pet containment industry is slated to grow despite economic predictions or recessions.

### **Low costs and overhead.**

Materials and installation costs allow for a healthy profit on both the equipment and the costs of labor.

### **Exponential growth from one year to the next.**

It is realistic to expect a significant increase in the business after your first full year.

### **Exclusive retail rights.**

The Dog Guard product will not be retailed through discount catalogues, as this inevitably results in giving little attention to our consumers.

### **Individual retail pricing.**

Freedom to set your own pricing and distributor programs that work best for you, your business and your marketplace.

### **Well known and respected name in the industry.**

Word of mouth is the strongest and best form of advertising. Every system that is installed will generate referral sales. Pet owners who buy the Dog Guard system usually tell their friends. This translates into more sales.

### **Containment Specialty.**

Dog Guard Distributors are “Your Pet Containment Specialists.” With increased sales of all types of systems to consumers, especially the undependable retail and/or catalogue systems, Dog Guard Distributors are enjoying increased service, business and add-on sales. Our distributors can, and do, service all systems.





# LET US GET TO KNOW YOU...

Please take a moment to complete this form. It is designed to assist us in the selection and awarding process. All information will be kept in the strictest confidence.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Own/Buying Home ( ) Rent ( ) S.S. Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Name of Bank \_\_\_\_\_ Checking ( ) Savings ( )

Have you owned a business before? Yes ( ) No ( )

If so, what type? \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

How long have you been seeking a business? \_\_\_\_\_

Geographical area preference: \_\_\_\_\_

If you went into business for yourself, how much of your own capital do you have available to invest? \_\_\_\_\_

If needed, do you have a source to borrow the funds? \_\_\_\_\_

Will you have a financial or managing partner in this business? Yes ( ) No ( )

If yes, please list partner(s):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Let us know any pertinent facts that will assist us in this reward process:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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