



Helping to promote equestrian, farming and rural industries

Country Marketing produces on-line training programme for Verm-X and Pets at Home

Country Marketing has been commissioned to produce an online interactive training programme for its client, Paddocks Farm Partnership, owners of the Verm-X brand of herbal parasite control animal products. The first training programme is being developed for Pets at Home retail staff across the UK, teaching them the sales messages of Verm-X with incentives to complete the short programme, including a certificate and entry into a monthly prize draw.

Once the programme has been fully tested and rolled out, Country Marketing will be producing similar training products for other retail chains on behalf of Paddocks Farm.

Philip Ghazala, Managing Director of Paddock's Farm, says: "This online training programme is a highly effective way of training hundreds of people quickly with the product knowledge they need to make customer purchasing easy. It will also save the company substantial costs associated with traditional on-site training sessions. I am delighted with Country Marketing's development of this special online programme which has huge potential for us."

For more information about this project and how we can help with your online training needs, contact Country Marketing: www.countrymarketing.co.uk, telephone 0845 463 0483

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