

STEVE'S Employee Training Program

Steve's Real Food believe that quality is better than quantity, and it is better to have 10 great retailers than 100 average ones. This is why we have developed the *Authorized Retailer and Training Program* that not only helps your store to become a great retailer, but rewards you when you do.



Raw. U - a unique, **online training program** that will guide you so that learning about raw food

for pets and the **Steve's Real Food** brand is simple and enjoyable. Our intention is to empower you as a store owner or retail employee to be able to guide your customers through their journey to raw feeding, and help them understand why raw food provides optimal health.

You can access this training program **on your own time and at your own pace**. We are able to track progress and give feedback as you learn. You will also be earning points which can be redeemed for free food so that you not only learn about **Steve's**, but you have the opportunity to experience the **Steve's Real Food** difference. There are **three courses** you need to pass to get your Raw.U Certification:

Course 1- RAWsome

In this set of classes, we cover the basics of Raw feeding, divided into 3 lessons. We will discuss the basics of raw food, the benefits of raw feeding, and the history of the industry. Once you complete this level you will have a good foundation and be ready to get more in-depth about raw pet food.

Course 2- RAWducator

This course will give you the tools and knowledge so that you can be a RAWducator. You will gain insight about what drives the customer in their buying decisions and how to overcome common objections. Once you complete this course you should find it easier to talk to the customer about raw pet food and identify likely customers to guide towards raw.

Course 3- RAWcket Scientist

The final course is an in depth training on the nutritional benefits and the science behind raw pet food. You will gain a basic knowledge base about holistic healing and how food plays a role. You will benefit from learning about ancient Chinese medicine, herbal healing, and the common veterinary practices that can bring harm to your pet.

So what's in it for you, besides becoming more knowledgeable and selling your product better? Well, as you will see, you will be earning points as you go - and unlike Candy crush, these points will actually get you something. Every 10 points you earn is worth one pound of **free pet food**. At the end of each course you will be eligible for either a 9.75 lb. bag of nuggets or a 13.5 lb. bag of patties, depending on if you complete the optional course requirements or not. Of course, you have to finish a full course and pass the test before your points are activated.

To get your invitation to join Raw.U, contact us at rawu@stevesrealfood.com.

Hope to see you soon!