Compass Paws Nutrition

Sales Alignment Guide

Premium dog and cat food · Based on a conversation with Sarah, Founder & CEO

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Executive Summary

ICP Overview

Two ICPs were provided. They buy the same food for very different reasons, so this guide shows them side by side.

Health-Conscious Pet Parent	Pet Parent Managing a Health Concern
Wants to keep their pet healthy and **avoid future issues**. No specific problem yet; focused on prevention and "more years together."	Their pet **already has a problem**: digestive issues, skin conditions, constant scratching or low energy. Looking for **relief right now**.
Both treat their pets like family and carry a strong sense of responsibility for getting food "right."	No demographic, location or household details were provided or discussed.

Key Challenges

- **"Am I doing enough?"** Owners worry they might not be doing enough for their pet, or that they're feeding low-quality food.
- **"Who do I believe?"** Every brand makes promises, so it's hard to tell which food is actually better. Research can take months.
- **Visible health problems** (Health Concern ICP): ongoing digestive issues, scratching and skin conditions, low energy.
- **"Will this actually help?"** Owners doubt another food will make a difference and worry about paying more for an uncertain result.

Why This ICP Buys

- **A healthier pet:** more energy, fewer digestive issues, less scratching.
- **More years together:** long-term health and wellness.
- **Peace of mind:** confidence they are "doing the right thing." In Sarah's words, peace of mind is "exactly what they're buying."

Buyer Value Summary

Compass Paws Nutrition makes nutrition-focused food with high-quality ingredients, limited fillers, and formulas designed to support digestion, energy, skin health and overall wellness. For the Health-Conscious Pet Parent, that means a simple daily way to support long-term health and feel confident about what's in the bowl. For the owner managing a health concern, it means a food designed for the specific problem they're seeing, from a founder who started the company because of her own dog's digestive issues.

> **Biggest Sales Opportunity**
> Customers buy **confidence**, but conversations lead with **ingredients and formulations**, which customers care about "not as much as we do." Sarah agrees outcomes aren't communicated consistently. The opportunity is to lead with the pet's situation and the outcomes owners want, back every claim with proof, and use ingredients as the **reason to trust** rather than the headline.

ICP Pain & Value Map

Written from the buyer's point of view. The food is "designed to support" these outcomes; results are not guaranteed.

Health-Conscious Pet Parent

"I want to keep my pet healthy and avoid problems down the road."

ICP Challenge	Business Impact	Product Capability	Value Delivered
"I'm not sure I'm doing enough for my pet."	Food stays an ongoing worry instead of a settled decision.	Nutrition-focused food formulated for overall wellness	**Peace of mind** that I'm making a good choice for a family member
"I worry I'm feeding low-quality food."	I doubt what's actually in the bowl.	High-quality ingredients, limited fillers	**Confidence** the food is built on quality, not filler
"Every brand makes promises. How do I know this is better?"	Hours or months of research; risk of paying more for nothing better.	Specific ingredients and formulas I can evaluate *	**Clear reasons to trust** my decision and stop second-guessing
"I want more healthy years with my pet."	My prevention goal has no clear plan behind it.	Formulas designed to support digestion, energy, skin and overall wellness	**A simple daily way** to support long-term health

Pet Parent Managing a Health Concern

"My pet has a problem right now, and I need something that helps."

ICP Challenge	Business Impact	Product Capability	Value Delivered
"My pet's digestion keeps acting up."	The problem continues and the search for relief goes on.	Formula designed to support digestion, created by a founder who faced the same struggle	**A food made for this exact problem**, from someone who understands it
"My dog won't stop scratching."	I see my pet uncomfortable every day.	Formula designed to support skin health	**Support for healthier skin** and the "less scratching" I'm hoping for
"My pet doesn't have the energy it used to."	I worry something isn't right.	Formula designed to support energy levels	**Support for the energy** that tells me my pet is doing well
"Will this actually help, or is it another empty promise?"	Relief is delayed while I research; I pay more for an uncertain result.	Formulas aimed at specific concerns; founder's own experience *	**A believable reason to try**, without wasting time or money

** These rows depend on proof points that still need to be defined (see "Confirm Before Using This Guide").*

Top Value Drivers (in priority order)

1. Confidence and peace of mind	Both ICPs. The strongest, most repeated theme: trust "is what closes the sale."
2. Relief for a visible problem	Health Concern ICP. Digestion first (tied to the founder's story), then skin and energy.
3. Long-term wellness	Health-Conscious ICP. "More years together."
4. Credibility against skepticism	Both ICPs. Critical, but only usable once real proof points exist.

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Communicating Your Value

What This ICP Cares About

- **Whether their pet will benefit.** Not formulations. This is the question behind every other question.
- **Feeling they're doing the right thing** for a pet they treat like family.
- **Proof** that the food is safe, healthy, and has helped other pets.
- **Visible results:** more energy, fewer digestive issues, less scratching, more years together.

Feature-to-Value Translation

Instead of leading with…	Lead with…
"We make premium dog and cat food."	The pet's situation: are they keeping their pet healthy, or working through a specific problem? (Leading with "premium" may bring up the price question early.)
"High-quality ingredients, limited fillers."	The owner's worry about feeding low-quality food, then ingredients as the reason they can feel confident.
"Our formulas support digestion."	The problem they're living with and the relief they want, then the formula designed for it.
Explaining formulations	Whether their own pet will benefit: connect each ingredient or formula to what the owner is seeing.

Key Value Messages

Each follows Problem → Impact → Solution → Outcome. Use them as talking points in your own words, not a script.

1. Doing enough *(Health-Conscious)* Many owners just want to know they're doing enough → food becomes a nagging question when every brand makes the same promises → our food uses high-quality ingredients, limited fillers and formulas designed to support overall wellness → so they can feel confident about what goes in the bowl every day.

2. Long-term health *(Health-Conscious)* Owners want as many healthy years as possible → food is one of the few things they decide every single day → our formulas are designed to support digestion, energy, skin and overall wellness → so feeding becomes part of caring for long-term health.

3. Digestive relief *(Health Concern)* Ongoing digestive issues are hard to watch → Sarah lived this with her own dog and tried "food after food" → that's why our formulas are designed to support digestion → working toward fewer digestive issues and a pet who feels better.

4. Skin and energy *(Health Concern)* Constant scratching or low energy is noticeable every day → it's hard not to worry → our formulas are designed to support skin health and energy levels → aiming for the comfortable, energetic pet owners say is their measure of success.

5. Cutting through the noise *(Both)* Owners have heard a lot of brand promises → it's hard to know who to believe → rather than make another claim, show what's in the food and share [proof points] → so they can decide with real confidence.

Suggested Conversation Starters

- "What's going on with your pet right now? Are you mainly keeping them healthy, or working through something specific?"
- "What are you feeding now, and what's making you look at other options?"
- "What would 'success' look like for your pet a few months from now?"
- "What have you found in your research so far, and what questions are still open?"

Buyer Decision Journey

A trust-driven, research-heavy purchase. The buying itself is simple; the decision is emotional.

Stage	Health-Conscious Pet Parent	Pet Parent Managing a Health Concern
1. Problem Recognition	Worry about food quality or not doing enough; wanting to prevent future issues. Need is less visible, so more education is needed.	A visible problem: digestion, scratching and skin, low energy. Need is obvious; they want relief now.
2. Solution Evaluation	Researches ingredients, reviews, vet opinions, nutrition blogs, social media. Compares brands constantly.	Same research, but more careful. The search can take months "especially if a pet has a health issue."
3. Confidence Building	Needs proof the food is safe, healthy and high quality; reassurance they're making a smart choice.	Needs proof it helped pets with similar issues, and a clear link between the formula and their pet's problem.
4. Decision Making	Decides when they feel confident they're "doing the right thing." Trust closes the sale.	Decides when they believe this food will actually help their pet and is worth the cost.

Not discussed: who makes the final decision in the household, how many conversations happen, and whether vets actively recommend Compass Paws.

Common Hesitations & Response Approaches

Hesitation	Underlying Concern	Suggested Response Approach
Price: "Why does it cost more?"	Is the extra cost worth it for my pet?	Tie the price to what they said matters: their pet's health and confidence in the decision. Explain it through the formula that fits their pet. Don't claim savings or fewer vet visits.
Skepticism: "Brands all make promises"	I don't want to be misled again.	Treat the doubt as reasonable. Show verifiable proof instead of bigger claims. Use "designed to support" language.
"How do I know it's better?"	I can't verify quality claims myself.	Explain why each ingredient choice matters for the pet, and point to evidence they can check themselves.
"Will this actually help?"	My pet is struggling; I can't get this wrong.	Start with their pet's issue, match the formula, share similar examples, set honest expectations. No timelines or guarantees.
"What's different about your food?"	Give me a reason to choose you.	Make the difference personal to their pet; use the founder's story where it fits (especially digestion).
Long research	I want to be sure before I switch.	Be a guide through their research: supply the information they're looking for and follow up with confidence-builders, not pressure.
No urgency (Health-Conscious)	Nothing's wrong, so why change now?	Connect to "doing enough" and "more years together." Educate; don't use fear or suggest the food prevents illness.

Sales Journey Guide

Short-cycle product sale with a confidence-building step: relevance → proof → reassurance → purchase → reorder (reorder to be confirmed).

First Conversation

- Learn the pet's situation: prevention or a specific problem?
- Understand what they feed now and what's worrying them.
- Ask what success looks like for their pet.
- Find out where they are in their research.

Follow-Up Conversation

- Connect the right formula to their pet's concern.
- Share proof relevant to that concern.
- Answer the four common questions: better? help? different? price?
- Build confidence; don't pressure.

Recommendation Discussion

- No formal proposals were discussed. The equivalent here is recommending a specific food.
- Reinforce the outcome they said they want.
- Set realistic expectations ("designed to support").
- Resolve any remaining price or "will it help" concerns.

Closing Conversation Guidance

- **Health Concern ICP:** confirm the food fits the problem and no doubts remain.
- **Health-Conscious ICP:** connect the decision to "doing the right thing."
- **Still researching:** ask what they need to see, and provide it.
- Never promise results or timelines.

Sample Closing Approaches

Approach	Use when…	Example
Problem-resolution	Fit with the pet's problem is the main question	"Based on what you've shared about [issue], does this feel like the right fit to try?"
Outcome-based	The buyer has confirmed what they want for their pet	"You mentioned wanting [more energy / less scratching] and feeling confident you're doing the right thing. Are you comfortable getting started?"
Confidence-based	Concerns may remain	"Is there anything still making you unsure before you decide?"
Next-step	The buyer is still researching	"What would you need to see or know to feel comfortable deciding?"
Trial or sample	Only if samples or trial sizes exist (confirm first)	"Would it help to try it with your pet before committing to a full bag?"

Confirm Before Using This Guide

The transcript did not cover these facts. Each would make the value messages stronger or safer to use.

Proof points: customer stories or reviews, especially for digestion, skin and energy	**Safety:** testing, standards or vet involvement, if any
Differentiators: one or two concrete ways Compass Paws differs from other brands	**Ingredients:** what "high-quality" and "limited fillers" mean specifically
Product line: formats, formulas, and whether cat food matches dog food	**Allergies and weight:** whether any formula addresses them (don't claim until confirmed)
Risk reducers: samples, trial sizes or a satisfaction guarantee	**Pricing:** actual price points and how they compare
Buying and reorders: where customers buy, how they find Compass Paws, subscriptions	**Results timeline:** how long owners typically wait to see changes
Founder story: whether customers respond to it	**Upcoming launch:** what it is and which ICP it serves