

TINY DINOSAUR FEED: RETAIL TRAINING SYLLABUS

FEED THEIR JURASSIC SIDE - WITH CONFIDENCE.



This training equips your Muddies to confidently represent Tiny Dinosaur Feed in your store—explaining what makes our feed different, how to guide customers effectively, and how to create a fun, informative shopping experience.

Module 1: Brand Overview & Retail Partnership Vision

Objective: Understand who we are, what makes us different, and how this partnership helps your customers and your store succeed.

Topics Covered:

- The Tiny Dinosaur Feed origin story (Red Bridge Farm → Tiny Dinosaur)
- Our mission: Fresh, non-GMO, corn-free, soy-free feed
- What freshness really means (milled to move, not to sit)
- The growing movement of backyard chicken owners
- How we support your team (materials, samples, promotions)

Format: 15-minute video or live Zoom intro

Module 2: Product Knowledge Masterclass

Objective: Equip staff to confidently speak to the quality and value of our feeds.

Topics Covered:

- Veloci-Layer Layer Mash & Pellets: Who they're for and what's inside
- Ingredient benefits: Cold-pressed canola oil, soldier fly meal, whole grains
- Feeding by flock size (each 19 lb bag feeds 2 hens for ~30 days)
- Eggshell quality, molting support, and general health
- What makes our feed different from other "natural" or "non-GMO" options

Format: 20-minute recorded walkthrough + printable product cheat sheet

Handout: Ingredient spotlight cards for display or staff use

TINY DINOSAUR FEED: RETAIL TRAINING SYLLABUS

FEED THEIR JURASSIC SIDE - WITH CONFIDENCE.



Module 3: Sales Without Selling – StoryBrand Approach

Objective: Help staff guide chicken owners to the best solution by making them the hero.

Topics Covered:

- Customers want healthy hens, not just feed – tell that story
- The StoryBrand framework: Problem → Guide → Plan → Success
- Responding to: “Why is this feed more expensive?”
- Simple customer conversations that build trust

Format: 15-minute training with short demo clips

Materials: Sales conversation one-liner and roleplay script

Module 4: In-Store Experience & Merchandising

Objective: Maximize the product’s visual appeal and brand engagement in-store.

Topics Covered:

- The Dino Display: QR signs, endcap support
- How to use our shelf talkers and signs to boost questions and conversations
- Creating an eye-catching, fun section that invites customer curiosity
- Seasonal themes and event tie-ins (e.g., pumpkin drop, dinosaur fun facts)

Format: 10-minute visual walkthrough

Handouts: Merchandising checklist and setup reference images

TINY DINOSAUR FEED: RETAIL TRAINING SYLLABUS

FEED THEIR JURASSIC SIDE - WITH CONFIDENCE.



Module 5: Handling Customer Questions & Objections

Objective: Build confidence in answering typical customer questions and concerns.

Topics Covered:

- “Is this feed okay for ducks or geese?” (Yes, if they are laying)
- “What if I usually buy crumble?” (Mash and pellets comparison)
- “Can I ferment this?” (Yes, especially mash)
- “How do I store this?” (Cool, dry place; mill date clearly stamped)
- “Why is it paper bagged?” (Freshness, breathability, compostable)
- Shelf life & feeding tips (best used within 30–45 days)

Format: Video FAQ + printable counter card

Bonus: Live Zoom Q&A option for store teams

Module 6: Driving Foot Traffic & Customer Excitement

Objective: Turn interest into sales with fun promotions and in-store engagement.

Topics Covered:

- How to use QR codes to educate and build customer curiosity
- Promos that get customers talking (coupon tie-ins, photo contests)
- Hosting a "Jurassic Feed Day" or mini event

Format: 10-minute campaign planning video

Materials: Promo flyer templates, QR code display assets, voting toolkit

Optional Add-ons

- Live Zoom Q&A with Brad or Bekah
- Quarterly store staff tune-up training
- Printable Feed Use Guide (by flock size and season)
- Co-branded social media assets for your store's page