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**Sent:** Friday, January 27, 2023

**Subject:** Selling Ahead 1/27/23

### **Monthly: Selling Ahead**

look ahead 3 months out at...

- the categories of business which have peak sales periods in that time frame, that you can pre-sell
- key monthly, weekly and daily special promotional calendar events whose themes you can suggest clients tie into with their advertising campaigns
- a focus on a specific 3 months out category with suggestions on how to put the data to use

**Selling Ahead** allows a salesperson to get a jump start on a prospects' ad business.

## **April**

**% Of total Sales Year (Hot sales = 8.6%)**

**Men's Wear Stores 9.3%**

**Building Supply Stores 8.9%**

**Hardware Stores 8.8%**

### **Alternative Energy Solutions Providers**

Sales are highest in April, May, and June

Apartment Rental and Management Companies  
Revenue is highest during the second quarter.

### **Auto Parts Stores**

#### **Auto Specialty Equipment Shops**

Sales are highest in March, April, August, and October.

### **Ballroom Dance Instruction and Studios**

These businesses may want to advertise to couples getting married prior to the traditional wedding season, which is spring.

### **Banks (Community)**

#### **Credit Union**

Bank earnings peak during the second and third quarter of the calendar year.  
April is Community Banking Month.

### **Barber Shops**

While demand for hair salon services typically is year-round, prom and wedding seasons (spring and summer) are particularly busy times of the year.

### **Bathroom and Kitchen Remodelers**

Peak seasons are April through September.

### **Boat Manufacturers and Dealers**

Demand for recreational boats is highest in the second quarter of the calendar year and therefore associated with consumers who buy watercraft in advance of the outdoor recreational season. April to July is the selling season for boats.

### **Breweries**

March, April, May are top production months.

### **Building Supply Stores**

Sales are highest in April, May, and June

### **Carpet and Upholstery Cleaners**

Spring is a high-demand season for these businesses because of post-winter weather conditions.

### **Churches**

Churches usually experience peak attendance during the weeks leading up to and during Christmas (fourth quarter) and Easter – 4/9.

### **Closet/Garage Organizers**

Traditional "spring cleaning" may boost demand in March, April, and May.

### **Colleges, Community**

#### **Colleges, For Profit**

The busiest seasons for community colleges are typically autumn, as the traditional school year begins, and spring, when the traditional school year ends.

### **Diet/Weight Loss Centers**

Spring months may be a busy time as consumers prepare for bathing suit season.

### **Electrical Contractors**

#### **Electrical Supply Distributors**

Sales are highest during April, May, and June.

### **Farm Supply Stores/Cooperatives**

#### **Farm/Agricultural Equipment Dealers**

Sales of farm tractors and combines peak in April, May and October, peak months for planting, tilling, or harvesting.

### **Fence Contractors**

Spring and summer may be busy times for these businesses due to the weather.

### **Fine Arts Schools and Studios**

Peak periods are in the fall and spring.  
Vocational/technical schools may have more frequent enrollment times.

### **Floor Covering Stores**

Sales are highest in April, May, and June.

### **Furniture Stores**

#### **Office Furniture Dealers**

**Outdoor/Patio Furniture Retailers**

Sales are highest in March, April, and November for furniture stores.

**Garage Door Dealers and Installers**

Sales are highest in April, May, and June.

**Garden Centers/Nurseries**

Sales are highest in April, May, and June. Every April, garden centers, communities, organizations, and individuals nationwide celebrate gardening during National Garden Month.

**Golf Cart Dealers**

Sales are highest in March, April, and May.

**Gutter Companies**

For gutter installers, spring may be especially busy as homeowners want to install gutters before the rainy season begins.

**Hair Removal Salons**

Demand for these services may rise during the spring months as temperatures get warmer and before traditional "swimsuit" season.

**Hair Salons/Stylists**

While demand for hair salon services typically is year-round, prom and wedding seasons are particularly busy times of the year.

**Home Remodelers****Kitchen Cabinet and Countertop Dealers**

While project timing varies by type, industry professionals report that generally, fall is their busiest time, followed by spring.

**Hot Tub and Spa Dealers**

The pool-opening season (late-April through mid-May except in hot weather markets) and the summer months are the peak sales months for these retailers.

**Ice Cream/Frozen Yogurt Shops**

Ice cream and frozen dessert production in the U.S. peaks in March, April, and May. However, July is the top month for retailing ice cream.

**Kennels & Pet Boarding**

Demand for pet boarding increases during heavy travel times: spring break, summer vacation and traditional holidays.

**Landscaping/Lawn Services****Lawn and agricultural irrigation dealers**

Lawn care professionals are busiest during the grass-growing months of April through August, while general landscaping businesses typically experience a peak in spring.

**Medical and Surgical Supply Manufacturers**

Implant and joint replacement firms such as Stryker note that product demand increases in the spring and fall. They believe that consumers tend to schedule elective surgeries to avoid the summer and winter holidays.

**Mortgage Companies**

The traditional real estate season begins in the springtime and peaks during the summer.

**Nail Salons**

These businesses may experience boosts in sales during traditionally event-heavy months, such as spring, when proms and weddings often occur.

**Outdoor Power Equipment Dealer**

Revenues are highest in April, May, and June.

**Paint & Wall Covering Stores**

Sales are highest March through August.

**Painting and Power Washing Services**

Painting contractors are usually busiest in spring, summer, and early fall.

For power washing, businesses report that spring is their busiest season.

**Party/Event Planners**

Wedding planners are likely busiest during spring and summer.

**Paving and Sealcoating Contractors**

Depending on geography, the sealcoating and paving work season typically runs from April through Thanksgiving due to temperature requirements.

**Plumbing Supply Showrooms**

Sales are highest during April, May, June, and July.

**Powersports Retailers**

Sales may vary throughout the year depending on the products sold. Overall, revenues are highest March through August.

**Roofing/Siding Contractors**

While roofing services are offered year-round, in cold climates, the industry tends to experience high demand in spring and summer.

**RV/Camper Dealers**

Recreational vehicle sales are generally higher in the spring and summer months than in the fall and winter months.

**Shed and Outbuilding Dealers**

Sales are highest in April, May, and June.

**Synagogues/Temples**

Passover is an important Jewish holiday and takes place in April this year - 4/5-13.

**Tanning Salons**

The busiest months for salons are typically late winter (February and March) and spring.

**Tile Dealers and Contractors**

Home improvements and repairs typically peak during the spring months as evidenced by the sales pattern of building materials and supplies dealers. Sales are highest in April, May, and June.

### **Tire Stores**

Sales are highest in March, April, August, and October.

### **Waterproofing Companies**

Consumers are encouraged to have homes inspected in early spring, particularly in cold-winter climates

due to water from melted snow being trapped against the foundation walls.

### **Window and Door Manufacturers**

Sales are highest during April, May, and June.

## **Key Promotional Calendar Events you can sell into for: APRIL**



- Alcohol Awareness Month **target rehab centers**
- Autism Acceptance Month **developmental pediatricians; psychologists**
- Community Spirit Days **retail PR campaign**
- Couple Appreciation Month **restaurants; jewelers; movie theaters, etc.**
- Distracted Driving Awareness Month **retail PR campaign**
- Intl. Black Women's History Month **retail PR campaign**
- Intl. Customer Loyalty Month **retail**
- Jazz Appreciation Month **jazz nightclubs**
- Mathematics and Statistics Awareness Month **tutor services**
- National 9-1-1 Education Month **retail PR campaign; police municipalities**
- National Cancer Control Month **oncologists, hospitals**
- National Donate Life Month **hospitals**
- National Lawn Care Month **lawn and garden retailers; landscapers; irrigation specialists**
- National Pecan Month **restaurants; grocers**
- National Pest Management Month **pest control companies**
- Occupational Therapy Month **occupational therapists; hospitals**
- Pet First Aid Awareness Month **veterinarians**
- Prevention of Animal Cruelty Month **veterinarians**
- Rosacea Awareness Month **dermatologists**
- School Library Month **retail PR campaign**
- Sexual Assault Awareness & Prevention Month **retail PR campaign, police municipalities**
- Stress Awareness Month **spas, gyms, therapists**
- Women's Eye Health and Safety Month **ophthalmologists; optometrists**
- Youth Sports Safety Month **orthopedic doctors; sporting goods stores**
  
- Laugh at Work Week 4/1 - 4/7 **comedy clubs**
- Testicular Cancer Awareness Week 4/1 - 4/7 **urologists, hospitals**
- National Window Safety Week 4/2 - 4/8 **window and door shops**
- National Dog Bite Prevention Week 4/9 - 4/15 **veterinarians**
- National Coin Week 4/16 - 4/22 **coin shops**
- National Park Week 4/22-4/30 **retail PR campaign**
- National Library Week 4/23 - 4/29 **retail PR campaign**
- National Karaoke Week 4/23 - 4/29 **bars/nightclubs**

National Pediatric Transplant Week 4/23 - 4/29 **pediatricians**  
Sky Awareness Week 4/23 - 4/29 **retail PR campaign**  
World Immunization Week 4/24 - 4/30 **hospitals, drug stores, retail clinics**  
Stewardship Week 4/30 - 5/7 **retail PR campaign**

1 April Fools' Day  
1 National Stress Awareness Day  
2 Palm Sunday  
5 National Deep Dish Pizza Day  
6 Passover (Apr. 6-13)  
7 National Beer Day  
7 Good Friday  
9 Easter Sunday  
11 National Pet Day  
14 National Pecan Day  
15 Record Store Day  
18 World Heritage Day  
18 Income Tax Pay Day  
22 Earth Day  
22 National Jelly Bean Day  
27 Take Our Daughters and Sons to Work Day  
28 National Arbor Day  
29 Independent Bookstore Day  
30 National Raisin Day

•For daily events, pitch tie-ins like...

◦With **National Deep-Dish Pizza Day 4/5** and **National Beer Day 4/7** just days apart, whet appetites by working with franchises and local pizzerias as well as beer distributors to promote and even marry a pizza and beer special.

◦Everyone experiences stress – spas and gyms can advertise around **National Stress Awareness Day 4/16** .

◦**National Pet Day is 4/11**. Furry babies are spoiled to the fullest on National Pet Day. Owners go all out to lavish their pets with the adoration and care. Taking them out for a walk or a drive, buying their favorite treats, or getting them a new toy to play with are just some of the ways that pets are spoiled just a little extra on this day. Sell Pet Supply Stores to turn this special day into an event sale.

National Pet Day is also one of the best days for kids to convince their parents to adopt a pet, so new additions to the family, with adoptions from shelters or purchased pedigrees, are common on this day. Contact major shelters for ad spend in support of this day or Get Veterinarians or retailers to get behind a pet adoption goodwill ad push.

## Category Focus: **April**

### **VETERINARIANS**

70% of U.S. households own a pet, which equates to 90.5MM homes. (Source: American Pet Products Association (APPA), 2021-2022 APPA National Pet Owners Survey)

The number of households that own a pet is as follows (in millions):

Bird	9.9
Cat	45.3
Dog	69.0
Horse	3.5
Freshwater Fish	11.8
Saltwater Fish	2.9
Reptile	5.7

## Small Animal 6.2

### Pet Ownership by Generation (% of current pet owners)

Gen Z	14%
Millennial	32%
Gen X	24%
Baby Boomer	27%
Silent	3%

(Source: AmericanPetProducts.org)

Annual average veterinary expenditures per household by pet include: (Source: American Veterinary Medical Association, 2022)

Horses	\$614
Dogs	\$410
Cats	\$182
Birds	\$40

When it comes to spending, adults ages 45 to 64 account for the most (43.5% of industry revenue). Adults ages 25 to 44 account for 33.1%.

[Source: SBCNet.com)

Households with a dog or cat visit a veterinarian 2.6 and 1.6 times per year, respectively. (Source: 2021-2022 APPA National Pet Owners Survey)

Visits for birds and horses are .3 and 1.6 per year, respectively.

A survey from AVMA found moderate increases to the populations of owned cats and dogs and the percentages of households owning dogs or cats, while the number of dogs and cats per household decreased. Households spent a mean of \$354 in 2020 on veterinary care, as measured by veterinary services plus medications, which was 33% of total spending on household pets. Households with annual incomes of more than \$75,000 were most likely to own pets. People who lived in houses or mobile homes were more likely than apartment dwellers to own dogs, while cat ownership did not vary significantly by type of residence.

Pet ownership by generation (as a percentage of current pet owners) is as follows: (Source: 2021-2022 APPA National Pet Owners Survey)

Gen Z	14%
Millennial	32%
Gen X	24%
Baby boomer	27%
Builder (aka Silent Generation)	3%

60% of households with incomes \$80K+ have pets. (Source: U.S. Census Bureau data reported in Yahoo Finance, June 2022)

By comparison, 36% of households with incomes under \$20K are pet owners

Veterinarians diagnose and treat animal illnesses and injuries, perform surgeries, provide routine medical exams and prescribe medication. (Source: IBISWorld, June 2022)

Some veterinarians specialize in a particular type of medicine, such as orthopedics, dentistry, ophthalmology or dermatology.

Others focus on a particular type of animal, such as exotic, companion or food production animals.

There are nearly 119K employed veterinarians in the U.S., 64% are female and 36% are male. (Source: American Veterinary Medical Association, 1Q 2021)

Employment of veterinarians is projected to grow 19 percent from 2021 to 2031, much faster than the average for all occupations. About 4,800 openings for veterinarians are projected each year, on average, over the decade. (U.S. Bureau of Labor)

The American Veterinary Medicine Association (AVMA) currently recognizes [22 veterinary specialties](#). These encompass the types of vets and specialty areas most people are familiar with from human medicine—internal medicine, ophthalmology, radiology, surgery, and emergency and critical care, for instance—as well as those unique to the veterinary profession: animal welfare, poultry veterinary medicine, laboratory animal medicine and theriogenology (animal reproduction), for example.

Although many animal hospitals are single-site, sole-practitioner facilities, veterinarians are gravitating toward larger, multi-doctor animal hospitals that provide state-of-the-art facilities, treatments, methods and pharmaceuticals. Major companies include: (Sources: IBISWorld, June 2022; company websites, 2022)

Due to increasing pet ownership and advancing technology and veterinary medicine that has lengthened the lifespan of many companion animals, the veterinarian services industry is expected to grow at an annualized rate of 2.5% to \$69.5B by 2027. (Source: IBISWorld, June 2022)

Nonsurgical treatments make up the largest share of total revenue for veterinarians, accounting for 26.8% of total revenue. (Source: IBISWorld, June 2022)

These treatments include implementing care related to internal medicine or treating cardiac; respiratory; gastrointestinal; hepatic; renal; urogenital; endocrine; immune and hematologic issues without surgical procedures.

Routine exams are expected to account for 23.2% of industry revenue. (Source: IBISWorld, June 2022)

Annual physical exams ensure the pet is in good health, with the veterinarian able to make specific recommendations for preventative treatments such as vaccination and parasite control.

A routine examination is essentially the baseline in regard to the cost of services when an animal owner visits a veterinary office.

Laboratory services account for 16.9% of revenue and has become a routine diagnostic tool used by veterinarians. (Source: IBISWorld, June 2022)

Surgical treatments occur much less frequently as compared to all services provided by veterinarians but generate a higher amount of revenue per service and accounts for an estimated 14.9% of total revenue. The most common procedures include: (Source: IBISWorld, June 2022)

Benign skin mass

Tooth extraction

Skin abscesses, inflammation or pressure ulcers

Merchandise sales mainly of pet products and food, including both prescription and nonprescription pet foods generates an estimated 11.2% of veterinarian revenue. (Source: IBISWorld, June 2022)

Other products sold in some veterinarian offices include collars, leashes, antibiotics, shampoos and other dog care products and medicines

Vet care and vet visits account for \$34.3B in consumer spending. (Sources: APPA, North American Pet Health Insurance Association, 2022)

Supplies, live animals and over-the-counter medicine account for \$29.8B in spending.

Veterinary practices that cater to companion animals like cats and dogs represent the vast majority of practices (over 75%). (Source: IBISWorld, June 2022)

Food animal practices (e.g., livestock animals like cattle, sheep, chickens), account for an estimated 5.6% of industry revenue.

Mixed animal practices that cater to companion, livestock and exotic animals (e.g., turtles, snakes, hamsters, guinea pigs, etc.) represent 5.4% of industry revenue.

Equine practices account for 5.6% of total revenue.

Nearly 4MM pets are insured in the U.S. representing a 28.3% increase from 2020 to 2021. (Source: North American Pet Health Insurance Association (NAPHIA), State of the Industry Report, 2022)

Dog owners are much more likely to insure their pets, with dogs accounting for 82.9% of all insured animals.

The average annual insurance premium per cat and dog in the U.S. includes: (Source: NAPHIA State of the Industry Report, 2022)

Accident and illness: \$342.84 for cats, \$583.91 for dogs

Accident only: \$130.24 for cats, \$239.11 for dogs

The veterinary industry is evolving rapidly to keep up with changes in technology, medicine and society. Following are trends to watch in 2022 and beyond. (Source: Today's Veterinary Business, August 2022)

A profession historically reliant on generalization (primary care for all species) will segment into new care models for underserved sectors — areas like urgent care, dental only, veterinary technician/nurse delivery, spay/neuter, wellness walk-in, nonprofit community practice, telehealth, concierge, mobile and more.

Tomorrow's pet owners will insist that their fur babies not get sick and will welcome preventive care. The care often will be delivered through wellness plans and augmented with wearable technology.

#### Team Health Care Delivery

A team-based approach to veterinary medical care will finally overtake the old model of one doctor, one exam room and one patient every 20 minutes.

#### Stuff to investigate with your Vet clients:

- There's opportunity for these businesses to focus solely on felines and market themselves as "cat-friendly" to attract cat owners. Traditionally, cat owners take their pets to the vet less often than dog owners due in part to cats' stress over the trips.
- Pet owners are increasingly filling prescriptions outside the traditional vet clinic setting. To stop this shift, 61% of vets offer some form of home delivery service. Additionally, while 63% of veterinary hospitals have an online pharmacy, only 16% of pet owners think their practice has one.
- There's opportunity to market care for obese pets.
- Cost of care continues to be a struggle for pet owners, especially as prices rise. There's major opportunity to appeal to pet owners with transparent pricing and financing options.
- Holistic treatments are an area of interest for a growing number of pet owners.
- Other possible promotional moves:  
Prioritize and promote great customer service.  
Showcase the people behind the practice in ads
- **Tie into special events:** (includes Jan and Feb dates now past, but you can pitch them for next year)

#### January 2023

National Train Your Dog Month

Walk Your Dog Month/Walk Your Pet Month

Adopt a Rescued Bird Month

January 1: New Year's Day

January 2: National Pet Travel Safety Day; Happy Mew Year for Cats Day

January 5: National Bird Day

January 14: National Dress Up Your Pet Day

January 21: Squirrel Appreciation Day; National Hug Day

January 22: National Answer Your Cat's Questions Day

January 24: Change a Pet's Life Day; National Peanut Butter Day

#### February 2023

Adopt a Rescued Rabbit Month

National Pet Dental Health Month

Responsible Pet Owners Month

Dog Training Education Month

National Cat Health Month

International Hoof Care Month

Spay/Neuter Awareness Month

February 2: National Hedgehog Day; Groundhog Day

February 3: National Golden Retriever Day; Doggy Date Night

February 13: National Clean Out Your Computer Day

February 14: Pet Theft Awareness Day; Valentine's Day

February 19-25: National Justice for Animals Week

February 20: Love Your Pet Day

February 22: Walking the Dog Day

February 23: National Dog Biscuit Day

February 28: World Spay Day

#### March 2023

Adopt a Rescued Guinea Pig Month

Poison Prevention Awareness Month

March 1: National Pig Day; National Horse Protection Day

March 3: If Pets Had Thumbs Day

March 5-11: Professional Pet Sitters Week

March 12: K9 Veterans Day; Daylight Saving Time starts

March 19-25: National Poison Prevention Week

March 23: National Puppy Day; Cuddly Kitten Day

March 28: Respect Your Cat Day

March 29: National Mom and Pop Business Owners Day

March 30: Take A Walk in the Park Day

April 2023

Pet First Aid Awareness Month

Prevention of Cruelty to Animals Month

Prevention of Lyme Disease in Dogs Month

National Heartworm Awareness Month

National Frog Month

Canine Fitness Month

April 1-7: International Pooper Scooper Week

April 2: National Ferret Day

April 4: World Rat Day

April 9-15: National Dog Bite Prevention Week

April 10: National Siblings Day; National Hug Your Dog Day

April 11: National Pet Day

April 23: National Lost Dog Awareness Day

April 26: National Kids and Pets Day

April 29: World Veterinary Day

April 28: Hairball Awareness Day

April 30: National Pet Parents Day; National Adopt a Shelter Pet Day; National Therapy Animal Day

May 2023

PSI's Pet Sitter Safety Month

National Pet Month

Chip Your Pet Month

Responsible Animal Guardian Month

May 3: National Specially-Abled Pets Day

May 7: Mayday for Mutts

May 7-13: National Pet Week; Be Kind to Animals Week; National Small Business Week

May 8: National Animal Disaster Preparedness Day

May 13: National Dog Mom's Day

May 14: International Chihuahua Appreciation Day

May 20: National Rescue Dog Day

May 23: World Turtle Day

June 2023

National Pet Preparedness Month

American Humane's Adopt-A-Cat Month

Adopt a Shelter Cat Month

National Foster a Pet Month

National Microchipping Month

June 4: Hug Your Cat Day

June 4-10: Pet Appreciation Week

June 8: National Best Friends Day

June 13: World Pet Memorial Day

June 19-23: PSI's Take Your Pet To Work Week

June 19: PSI's Take Your Cat To Work Day

June 23: PSI's Take Your Dog To Work Day

June 24: Cat World Domination Day

July 2023

Lost Pet Prevention Month

National Pet Hydration Awareness Month

July 1: ID Your Pet Day



July 10: National Kitten Day  
July 11: All-American Pet Photo Day  
July 15: I Love Horses Day; National Pet Fire Safety Day  
July 16: World Snake Day  
July 21: National Craft for Your Local Shelters Day  
July 30: International Day of Friendship  
July 31: National Mutt Day

#### August 2023

National Immunization Awareness Month  
National Wellness Month  
August 1: DOGust Universal Birthday for Shelter Dogs  
August 5: Work Like a Dog Day  
August 6-12: International Assistance Dog Week  
August 8: International Cat Day  
August 10: Spoil Your Dog Day  
August 14: World Lizard Day  
August 17: National Black Cat Appreciation Day  
August 19: International Homeless Animals' Day  
August 22: National Take Your Cat to the Vet Day  
August 23: International Blind Dog Day  
August 26: National Dog Day  
August 28: Rainbow Bridge Remembrance Day

#### September 2023

PSI's Pet-Sitter Education Month  
Responsible Dog Ownership Month  
CATalyst Council's Happy Cat Month  
National Preparedness Month  
Animal Pain Awareness Month  
National Service Dog Month  
National Pet Health Insurance Month

September 1: Ginger Cat Appreciation Day  
September 8: National Iguana Awareness Day  
September 10: National Pet Memorial Day; National Hug Your Hound Day  
September 13: Pet Birth Defect Awareness Day  
September 16: Puppy Mill Awareness Day  
September 17: National Pet Bird Day  
September 18-24: Adopt-A-Less-Adoptable-Pet Week  
September 20-27: National Dog Week  
September 23: International Rabbit Day  
September 24-30: Deaf Dog Awareness Week  
September 28: World Rabies Day

#### October 2023

Adopt a Shelter Dog Month  
American Humane's Adopt-a-Dog Month  
National Pet Wellness Month  
National Animal Safety and Protection Month  
National Pit Bull Awareness Month  
October 1-7: National Walk Your Dog Week  
October 1: National Black Dog Day  
October 4: World Animal Day  
October 11: National Pet Obesity Awareness Day  
October 16: Global Cat Day  
October 15-21: National Veterinary Technician Week; National Business Women's Week  
October 21: Reptile Awareness Day; National Pets for Veterans Day  
October 27: National Black Cat Day (UK)  
October 28: National Pit Bull Awareness Day  
October 29: National Cat Day

#### November 2023

Adopt a Senior Pet Month

National Pet Awareness Month

National Senior Pet Month

National Pet Cancer Awareness Month

Pet Diabetes Month

November 1: National Cook for Your Pets Day

November 5-11: National Animal Shelter and Rescue  
Appreciation Week

November 7: National Canine Lymphoma Awareness  
Day

November 12: Fancy Rat and Mouse Day

December 2023

National Cat Lover's Month

December 2: National Mutt Day

December 9: International Day of Veterinary Medicine

December 13: National Day of the Horse

December 15: Cat Herders Day