



Dealership Manual



PHOTO: LORA THORSON CREATIVE

**Cattle Supplements
Available**



**866.601.6646
agribestfeeds.com**

(EQUILIX®)

(EQUIPRIDE®)



MADE WITH
PROBIOTEIN®
AND
Vitamins
Distillers Grains
Organic Complexed Minerals

OMEGA
3
FLAX
FACTOR

NO
MOLASSES



EquiLix® A free choice lick block.
50 lb, 125 lb, or 250 lb

- PREBIOTIC & DIGESTIVE AID
- RESISTANCE TO COLICING
- EXCELLENT FEED EFFICIENCY
- BETTER OVERALL HEALTH

EquiPride® A loose top dress.
To be added to regular feed.
5 gal. pails and 50 lb bags
Safe for insulin resistant horses.

◆ **ProBiottein®**

SweetPro®'s ProBiottein® consists of:

- Prebiotic Oligosaccharides that feed the beneficial Probiotic Bacteria
- Yeast cultured on a media of Wheat, Oats, Barley Malt & Flax
- Enzymes – Amylolytic, Fibrinolytic, Proteolytic

The ProBiottein blend is stabilized in a manner which optimizes enzymatic values and fermentation metabolites. ProBiottein also broadens the amino acid profile with multiple protein isolates.

◆ **Stabilized Milled Flax**

Flax helps in many ways. The oil is dense energy which is high in Omega 3 fatty acid content. Omega 3 is an essential fatty acid often missing in modern diets. Flax is also among the richest sources of lignans, which help improve immune function.

◆ **Organic Complexed Minerals**
(Generically called chelated)

Linking the metal ion to a protein or other organic carrier assures that the mineral has the best chance of being absorbed via digestive pathways. When metal ions are in the blood they can do their job providing building blocks for growth and better health. Immune function is enhanced and the animal has better tools to fight off sickness.



Beyond our product knowledge, we will also have tools and information in this manual to help build your business and client growth.

While virtual sales are good, they're not as great as a local sales AND support specialists (the dealer). When we begin looking at ALL our products as service products, we'll begin treating our relationships with clients differently. **PRICE is only an issue in the absence of VALUE!**

This is why we focus more on leadership than salesmanship. Making the sale is important but keeping clients is more important!

CLIENT GROWTH -- UPI

1. **UNDERSTAND** – You must understand their personal opinions and perspectives, along with their wants, needs and desires.
2. **PROPOSALS**- Proposals are being made throughout the entire relationship process. Knowing how to handle all the little proposals leading up to the big proposal is key to leading a client through the service process.
3. **INVEST**- Investing in your client is important for client retention and annual renewal business. If you're needing to re-sell your clients every month or year, you're limiting your own growth potential. Leading them consistently will always get you further, and faster than re-leading them year after year.

NO STARCH, NO MOLASSES, NO SUGAR Simple – Efficient – Sensible

Horses produce less amylase (starch & sugar digestive enzyme) than other animals. Chances are greater for undigested starch from grains and sugars from molasses reaching the hind gut.

Elevated levels of starch and sugar reaching the cecum force a shift in microbial population, lowering PH and often allowing bad bugs and inflammation to gain a foothold. With a greater acidity comes cell wall damage which can lead to digestive colic. This can also be an attribute to horses becoming hot or excited.

If there is not enough forage going through the small intestine it can cause kinks, tie-ups and colic. If too much starch and sugar enter the cecum you get a bloom of sugar eating microbes, and the microbes that are designed to digest high-fiber forage suffer.

Everything has a natural sugar content. Non-Structural Carbohydrates (NSC) includes starch and sugar. Equilix & EquiPride products are technically defined as starch, but "resistant starch," a category just below structural, and is digested the same as dietary fiber. Our products do not contribute to insulin related problems. They actually improve the insulin response, improving results (increased blood flow) for soft tissue laminitis, Cushing's and Metabolic Syndrome horses. Metabolic Syndrome in horses has been determined essentially the same as Type II diabetes in people.

EQUILIX BLUE TUBS

Equilix blue tubs designed for 1lb of consumption per horse per day. Consumption rates will vary depending on pasture, hay quality and corrals. Typically, when starting a new client on tubs, the horses will over-consume the first 1-2 tubs. Clients should be made aware of this and be led to start on the pink tubs. Typically, clients who start the program with pink tubs see a noticeable reduction of intake on blue tubs immediately and are pleased with your proposal for this.

Do not start large 20 plus or greater herd clients this way. To alleviate over consumption on startups and current clients, start your clients with a 10-day supply of Redmond salt mineral #4 before introducing Equilix Tub.

EQUILIX PINK (PI) PERFORMANCE TUBS

Consumption is the focus – less salt, more palatable. This resembles the EquiPride but in a tub form.

Desired in stalls, small pens, hard keepers, sick pens and on the road. Picky horses will consume unfamiliar hay and water more readily while traveling and also keep their performance at optimal level.

EQUIPRIDE

EquiPride ingredient package has been externally processed (fermented) thus improving nutrient utilization of the horse's entire ration including hay and grass. It also includes ethyl alcohol improving palatability, enhancing fiber digestion and adding another non-starch energy source.

EquiPride comes in a meal form, with a 5-ounce scoop in every 50 lb bag and 25 lb pail. It is recommended as a stand-alone but is used as a top dress on certain feeds and hay. 1 ounce per hundred weight (cwt) minimum is required for product utilization.

500 lb pony = 1 scoop and 1000 lb horse = 2 scoops

2 scoops is recommended for maintenance for non or intermediate working horses.

3-4 scoops is recommended for working/using horses. It is administered 2-3 scoops at regular feeding time and 1-2 one hour after horse is used. This will enhance top line integrity, muscle fatigue relief and replenished cell building enzymes to promote overall health and a healthy immune system.

4-6 scoops is recommended on sick horse, hard keepers and horses with a history of digestive issues.

There are different scenarios to introduce EquiPride to the diet. The most common is to sprinkle a small amount into the horse's water source and also introduce small amounts to current feeding program (top dress) grain or hay.

Clients can work EquiPride into their current feed / grain program over the course of two weeks. We suggest backing their grain 50% to 30 % off or completely out.

EquiPride is also recommended when traveling. It will enhance water intake when a small amount is sprinkled into unfamiliar water sources.

EQUILIX TUBS

1. Blue 50 lb Equilix Tub

- Best for 1-2 Horses
- Designed for a pen or small pasture
- Easy to move and use on the road (competing/traveling)

2. Pink 50 lb Equilix Tub (Performance Intake (PI))

- Designed for performance horses/hard keepers
- Great for overall consumption levels to improve health and well being
- Consumption is promoted - the more the better to promote horse health

3. Blue 125 lb Equilix Tub

- Best for 4 horses per tub on a calendar month
- Designed for small to large pastures
- Can be a great corral tub if horses are turned out at night

4. Pink 125 lb Equilix PI Tub

- Best for large operations (dude ranches, rodeo companies, breeding programs)
- Great first tub for loading up if horses haven't been introduced to Equilix before or have been turned out for the winter

5. Blue 125 lb EquilixMAXX Tub

- Best for larger herd counts in corral settings or small pastures
- Works well for areas where grass is minimal or client has over consumption issues

6. Blue 250 lb Equilix Tub

- Best for larger herd, 8 horses per tub on calendar month
- Has a blue plastic base and is cardboard wrapped

7. Blue 250 lb EquilixMAXX Tub

- Best for large operations with small pastures or overgrazing issues

EQUIPRIDE GOLD (PASTE) 1-30 CC DOSE

- Before or during stress (tie-up, colic) trailering, performance, change of diet or water
- Active yeast to increase micro-organism
- Pro and Prebiotics
- Colostrum type antibodies
- Double dose of FOS to aid hind gut
- Yucca to increase blood flow to liver and feet

EQUIPRIDE FOAL (PASTE)

- Antioxidants and MOS to combat pathogens and stimulate immune system
- Lactase enzymes to help utilize mare milk
- Pro and Prebiotics for quick microbe development
- Fructo-oligosaccharides (FOS) for hind gut digestion
- Yucca for liver health support
- Half of tube when born, remainder at 7 days = 15cc a dose

No one cares how much you know until they know how much you care.

RANCH STARTUPS

We will propose clients to start a 10-day Redmond Salt #4 lead up. This has proven to help start up consumption problems on Equilix Tubs. Plus, if practical, cut a small amount of Equilix tubs (handful) and disperse in water source applicable. This will ensure horses get a taste of product through their system and go to tubs more readily.

TYPICAL RANCH SET UPS

Tubs are designed to be away from the water source. Propose equal distance between water, hay, and tubs.

Example: If water source is 100 yards away from hay, then place tubs 100 yards beyond hay. If the 1lb a day of consumption is not reached, we will propose moving tubs closer to hay and or swap hay and tubs. Water, tubs then hay depending on the challenge.

Build trust with client. Tell them you value their beliefs. (Crazy or Not)

PROBIOTEIN – a Yeast culture of Oats, Flax, Wheat and Barley Malt

ProBiotein's blend has 4 prebiotic fibers, 4 digestive enzymes, multiple amino acids, lignans and Omega 3. This is a proprietary blend of nutritional supplements, which optimizes enzyme values, fermentation metabolites and broadens the amino acid profiles with multiple protein isolates.

Enzymes	Breaks down vitamins and minerals. Grow it and build it
Amino Acids	Fuels, repairs and recovers muscle and promotes hoof health
Lignans	Immune support
Omega 3	Anti-inflammatory - decreased joint pain and improved skin and coat

DIATOMACEOUS EARTH

Comes standard in all Equilix tubs. Can be special ordered in EquiPride. When consumed it acts as a scrubbing solution for horses' digestive tracts. It slices through intestinal worms, killing them and shedding them so they may be passed out of the digestive system. All horses molecular make up is different which may reduce effectiveness of DE on certain horses.

MOS – MANNAN OLIGOSACCHARIDE SUPPLEMENTATION

All Equilix tubs come standard with MOS.

Newborn foals are susceptible to many pathogens that can cause health problems such as diarrhea, sepsis, and even death. The foal obtains the antibodies necessary to combat the onslaught of these pathogens from the mare's colostrum when it is ingested within the first 24 hours of life. MOS encapsulates pathogens and passes through the cell walls to be absorbed and discarded, not passed through to foal.

FLAX – OMEGA 3 AND FATTY ACID

High in fiber
Improved stamina
Antioxidant
Joint lubrication and overall tissue health
Heart health

WIN
What's Important Now

KNOW YOUR PRODUCTS

Vitamins in Equilix and EquiPride

Vitamin A	Vision, skin condition, coat condition, reproduction and tissue lining
Vitamin D	Intestines, kidney and bone. Cell growth and calcium absorption and re-absorption
Vitamin E	Antioxidants, hormones, muscular activity and muscle tone
Biotin	Cell proliferation, intermediately metabolism and fatty acid synthesis

MINERALS

Calcium	Bones, teeth, muscle contraction, regulating enzymes and blood coagulation
Phosphorus	Bones, energy transferring reactions, tying up and synthesis for proteins
Salt	Electrolytes, water absorption, nerve function and respiratory health
Sulfur	Plays a major roll in all structural components of most all proteins and enzymes
Copper	Strong immune system builder, synthesis of elastic connective tissue
Iodine	Thyroid gland function
Iron	Critical for oxygen transport and cellular respiration
Manganese	Carbohydrate and lipid metabolism and cartilage formation
Selenium	Most activity occurs in liver, kidney and thyroid. Detox of lipo and hydrogen peroxides that are toxic to cell membranes
Zinc	Present in over 100 enzymes. Eye, prostate, skin, liver, muscle to name a few
Cobalt	Blood cell formation
Potassium	Neuromuscular, skeletal muscle, blood and skin

A Track Record for Success - BELIEVE in YOURSELF!

GARLIC PLANT EXTRACT

Comes standard in all Agri-Best Feeds. Equilix and EquiPride can be special ordered without.

- Promotes blood flow
- Bad bacteria fighter
- Inflammation fighter
- Promotes gut health
- Promotes healthy respiratory
- Flies, ticks, inside and outside parasite deterrent
- A horse would have to consume over 20 lbs of product a day over a 20-day period to have any ill effects. (toxicity concerns)

REDMOND SALT

- Block form, loose #10 fine and #4 course (preferred) Also available with the garlic plant extract.
- Horses blood has the same mineral balance as ocean water, which is also the same balance of sea minerals in Redmond.
- Hydration and electrolytes
- Redmond loose allows salt and minerals at a rate equivalent to activity load
- There are up to 63 different minerals in Redmond salt
- Preferred over all other salt

Kind of like eating a sandwich, although the bulk is bread and meat ,it's the condiments that make the package complete and desirable.

REDMOND DAILY GOLD (TOP) AND REDMOND GOLD PASTE (STRESS RELIEF)

Digestive Support	Draws bacteria out, healthy digestion
Toxin Binding	Cleaning horses' system of heavy metals and dangerous chemicals
Soothing relief	Acid buffer, calm anxious stomachs who have ulcer problems

REDMOND FIRST AID (TUBE - PASTE)

All natural, hydrated bentonite clay promotes natural healing (less scarring) sores, open wounds, skin irritations, burns and bites.

Acts as an antiseptic, seals the area, keeps flies and bacteria out of wound and prevents proud flesh.

A choice to self-discipline is required to develop and maintain a life of character, integrity and reputation.

Organization- your most valuable commodity!

Accept your weakness and ask those stronger than you for help.

To be edited and revised continually to improve our ability to serve

THE UPI PROCESS IN ACTION

No product has the potential to sell itself. This simply means every sales transaction requires a certain level of human interaction. So what kind of interaction is best? At AgriBest Feeds we believe servant based leadership will deliver the highest quality results with the highest level of annual renewal business.

The sales process we recommend is known as the UPI method. It's an acronym for **Understand, Propose, and Invest**. This is a natural leadership process we use every day in our personal lives. It requires no hard-to-learn scripts or high-pressure closing techniques. It is simply the most natural way to learn and grow alongside human beings that will be purchasing your products and services.

Here is an example of how the UPI process works in business. Let us assume Acme Corporation is looking to hire a new accounts manager. They "market" the job description out to the people who could be great managers. Possibly a few people respond, but more than likely there will be a recruiting process to find the best fit for the position. When someone is identified as a qualified candidate, they enter the understanding phase otherwise known as an interview. When the interview process begins, questions are presented both ways. It's not a presentation. It's a representation. The company represents an opportunity, while the potential candidate represents the ability to fulfill the requirements of the opportunity.

Assuming the "interview" or the understand phase is going well, small proposals are made along the conversation journey that lead up to the big proposal of the job offer. Assuming the job offer is accepted, almost instantly, both parties are invested.

This process has proven to work in all aspects of business, personal relationship building, and parent child relationships. There is really nowhere in life this process won't work.

The biggest challenges of this process are 2-fold.

1. This process, while more comfortable and easier to implement, will require great communication practices and great follow-up. Salespeople must still do the work required to connect with other people.
2. Salespeople will need to break the bad habits of historical sales methods. This process will take practice to implement. Leadership is harder than salesmanship. But is much more rewarding! Don't give into the temptation of simplicity. The price is too high!

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Supplied by **Agri Best**
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EQUIPRIDE™
EQUILIX™

866-601-6646

Used by the Best Ranching and Performance Professionals



Supports Improved Feed Efficiency
Multiple Classes of Digestive Enzymes & Prebiotics
Organic Complexed Trace Minerals
Macro Minerals & Vitamins



PROBIOTEIN®
A Multi-Prebiotic Source

Fiber Not Molasses
(Includes the most MOS!)



Includes GARLIC Extract
Fly & Tick Repellent, 2-3 Week Loading Period
Balanced PH Levels
Improved Temperament
Hard Keepers Gain Weight, Pink Tub
Combats Digestive Colicking
Healthy, Shinier Coat
Overall Health Benefits at an Affordable Per Day Cost



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