



Director of Communications  
and Public Relations

## What's Your Sales Aptitude? Take This Simple Test

The other day a friend was chuckling about an Angus breeder he had talked with at a field day. During most of the conversation the man complained that he couldn't understand how one particular breeder could get so much for his cattle at auction year after year.

The complainer is a pretty good cattleman. He certainly knows how to breed cattle, and his bulls may be as good as those bred by the person he envies. Problem is, the man has never learned what it takes to sell cattle.

First, he evidently doesn't know that you can't build up your own herd by tearing down another person's cattle. And he evidently doesn't understand that people like to buy from someone who is positive and friendly and a joy to do business with. Either that, or the man doesn't know that he has the kind of personality and attitude about the Angus business that turns people off.

"I wanted to tell him that the reason his cattle don't sell so well is that a lot of people don't really like him. His attitude makes them uncomfortable," my friend said.

But of course he didn't say it, hardly anyone would. It's like bad breath, not even your best friend will tell you.

As a result, I have devised this simple little test, that you can take in the priva-

cy of your own home or office. Just answer the following questions, YES or NO.

1. Have you ever said to someone else, "Joe Blow's cattle aren't that good, how does he get them sold for so much money?"

only has eyes for his buddies cattle?

5. Do you ever get down on the Angus business and comment publicly that the future in the (you name the breed) business sure looks brighter than it does for the Angus business?

6. Have you ever expressed the suspicion that the records used to calculate EPDs are not accurate, or even false?

7. While examining a sale catalog have you ever asked, "Look at those weights, I'd like to know where he gets his scales?"

8. Have you ever complained that you would get more dollars for your cattle too if only your regional manager (or livestock extension specialist, ad salesperson, etc.) would stop by more often and do a better job of talking up your herd and sending customers by?

Now tally your score. If you answered NO on all eight questions you have a firm foundation upon which to build a sales program. If you had only one YES, then you have little to worry about. Most of us



2. Did you ever casually mention, "Look at those EPDs on Joe's cows. How do you suppose he does that?"

3. While watching a show, have you ever commented, "Look at Joe Blow's heifer. I've never seen cows on his place with that much size?"

4. Have you ever said that the judge

turn negative on rare occasions. Two or three YES answers indicates that you have problems that need immediate attention. Four or five YES answers might well indicate that you are not cut out for sales and public relations.

