

In Selling, Only Customer's Needs Count

You may have a pasture full of bulls you need to convert into cash in order to satisfy those with a claim on your income— like the banker or the IRS. But in the business of selling, your needs count for nothing.

In the business of selling it's the customer's needs that count. Successful salespeople time their sales push to correspond with when buyers in their market area need and want bulls, not when the seller needs income.

At every turn in the road which leads to a sale the needs of the buyer, not the seller, are paramount. It is just another way of saying that the Angus breeder who doesn't understand his or her customers and potential customers is doomed to misjudge the market and the buyer too often and thus make fewer profitable sales than the competition.

To develop this kind of understanding requires that the seller do the necessary homework and then develop a mutual beneficial relationship with potential customers. This relationship should be based upon trust and shared respect, says William T. Brooks, who speaks, writes and consults with leading U.S. corporations. Good salespeople know that their welfare is tied to the success of their customers. A business can't last long if it's customers do poorly.

Brooks warns too, that many salespeople are like

sheep. They keep their heads down and "nibble their way to lost," seldom looking up to evaluate their position. Registered seedstock producers do this, but in a somewhat different way.

In most registered Angus businesses the production and marketing departments are run by the same person.

That person is also, more often than not, the owner of the business and a big share of the labor force. And, since most registered beef cattle producers are trained in production rather than marketing and sales, it is easy to become caught up in the breeding of Angus seedstock. The result is that marketing suffers. Those "lost" breeders don't take time or make time to study the business adequately and learn what people want and need, when they prefer to buy it, or even what benefits their cattle offer prospective customers.

When a registered Angus breeder loses sight of customer needs, a lot of the

breeder's skill and production success is wasted. It is a little like the old saying:

"Unless you know what you are doing, keeping your nose to the grindstone and your shoulder to the wheel will only get you a sore nose and poor posture."

