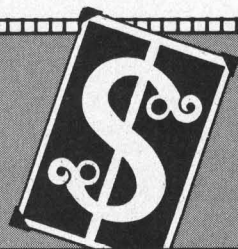


# MERCHANDISING



## Customers respond to positive selling

Farmers don't like salesmen to tell them they have done something wrong, or that they made a wrong decision, says Boyd Campbell, a sales agent for Garst Seed Co.

Instead, Campbell suggests in an article in *Agri-Marketing* magazine that as a salesman you have to be able to convince a prospect that buying your product is the right decision without implying that what they have been doing is wrong.

This is sound advice for Angus marketers who find themselves selling to some commercial cow-calf operators with herds that may not have seen an Angus bull for several years. Some commercial producers have jumped from one "popular" breed of bull to another without ever developing a bull selection or breeding plan.

The best way to bring a herd like this up to date is to use production-tested Angus bulls for at least two generations, if not more. But as a registered Angus marketer you can't just walk up and say, "Look Joe, you haven't gone about this business of cattle production the right way. What you need to correct this cow herd mess you created are my Angus bulls." You can't even imply it.

Instead, concede that your potential customer has done a good job. More than likely this will be the truth in at least one area: size if nothing else. Then, using reason, facts, and the benefits the customer will receive from using your bulls, convince the prospect that now is the time to switch to Angus.

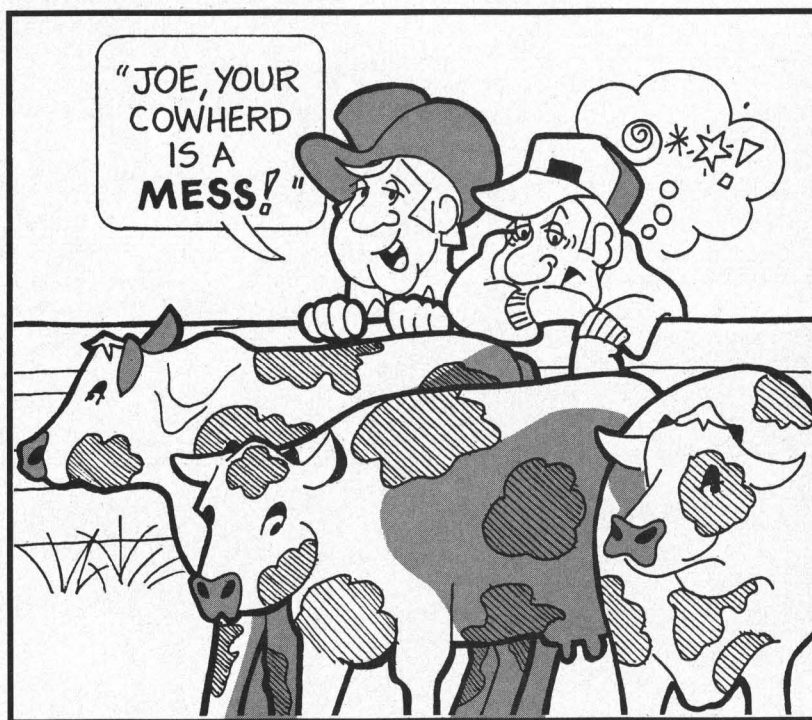
Making the sale might be easier than you think. One of your best selling points is an Angus exclusive, the Certified Angus Beef Program. Most everyone in the cattle business is aware of CAB and its success. What's more, they may know that many packers now pay top prices and sometimes even premiums for Angus and black

baldie cattle. This is important information, because every survey we have done or seen shows that commercial cattle producers are motivated by two factors when it comes to bull buying: what's popular or "in" today, and dollars received for calves or yearlings.

Then there are the traditional Angus advantages which we too often fail to pro-

many commercial producers should strive for these days.

You can also offer relief from snow-burned udders on cattle sired by your bulls. This can be music to the ears of cowboys in mountainous areas where late spring snow can cause this problem. They won't miss the excitement of milking out wild cows with swollen, sore udders.



mote. Some cattle producers have forgotten that dehorning is not an inevitable part of the cattle business. It pays to remind your customers that a registered Angus bull dehornes most of the calves he sires—no mess, no fuss, no blood.

Then there's cancer eye. The disease is costly to many herd owners, particularly in the Southwest. Cows sired by your Angus bulls should seldom, if ever, develop cancer eye, and there has never been a confirmed case in straightbred Angus. And straightbred Angus is a goal that

So sell positively and there is no need to make potential customers feel as if they have been doing things wrong the past few years. With the benefits you can offer you have plenty of ammunition to convince them that your Angus bulls are the right cattle at the right time.

Director of Communications  
and Public Relations