

Another Old Standard— “Little Things Mean A Lot”

Seems this column stuck on old song titles the past couple of months. But in marketing cattle, or most any other product, be assured that “Little Things Mean A Lot.”

Let me give you a couple of examples.

Some of you may not know it but the buyer of every 100th Angus bull, transferred by the Association to a non-member buyer, is singled out for special attention. This person receives a letter from Dick Spader telling them that the American Angus Association and the breeder who sold the bull appreciate their business, and are presenting them with a gift of Certified Angus Beef sausage. The CAB summer sausage and beef sticks are shipped directly to the buyer from Festival Sausage in Illinois.

This program creates a small mountain of good will. This year at the NCA Convention a commercial cattle producer walked up to me and thanked us for the Certified Angus Beef gift. We get numerous letters of gratitude from buyers. Dick Spader received the following letter from an obviously satisfied Montana Angus bull customer.

Dear Mr. Spader:

Thank you so much. We really appreciate the wonderful thoughtfulness of the American Angus Association and Vermilion Ranch. And, will look forward to receiving the Angus Beef sausage from Festival Sausage Inc. when it arrives.

We have been very pleased with the performance of the Vermilion Angus bulls throughout the years, and I am sure we will be pleased with the ones we got this year as well.

Thank you again.

How can you measure the value of this kind of good will? I don't know. I only know that it is the stuff that every successful business is built on. Nothing, of course, replaces the need for a top quality product that performs as well or better than advertised. But successful marketers almost all go one step further. The idea is to let people know in a nice, personal way that they appreciate their business.

You can bet that at tax time, if not before, every one of your customers will add up the amount of money they spent with you the past 12 months. At the same time the thought will cross their mind that they have paid you a lot of money, even though they will probably agree that it was a good investment. At about that time it would be nice for these valuable customers to receive from you a personal letter of thanks and appreciation, and a little gift if you can think of an appropriate one, and can afford it.

The remembrance really need be nothing more than a letter

signed by you thanking them for their business. It should include no other selling information. Just tell them that you are aware that your success as an Angus breeder depends upon good people like them, and that you appreciate it and value them as customers.

Also, always transfer the registration certificate to the new buyer. Makes no difference if the buyer is a commercial rancher who will eventually sell the bull for slaughter. The performance registration certificate is an impressive document. The performance records that it contains help assure the buyer that he or she made the right decision and a good investment. Moreover, one out of every 100 transfers will be flagged for the new owner to receive CAB sausage. You, as the seller, will also receive a duplicate of the letter that is sent to your customer.

It is a little thing in the grand scheme of the Angus business. But then, “Little Things Mean A Lot.”

AJ

