



When you help your neighbor you help yourself

These days, when many breeders are sold out of service-age Angus bulls, customer service takes on a new meaning. When you are sold out and a potential customer stops by your place, you need to do more than just apologize, thank him for thinking of you and ask him to come back next year. Good marketers never let a buyer go away empty handed if they can help it.

So if you can't provide the cattle buyers want, offer to help them find what they need. This could involve finding a neighbor with suitable cattle and directing or even taking the customer over to the other breeder's place.

This may sound a lot like helping the competition. In fact, Angus regional managers tell me this is exactly how some

breeders look at it. But stop and think. Remember the times when you have had a supplier, who was out of something you came into get, telephone around until they found it. The supplier didn't do this to help out his competition. He did it as a service to you, and to cement his relationship with you. Good marketers know that this kind of courtesy and assistance will bring you back to their place next time.

On the other side of the coin, if you are a breeder who has bulls for sale it is a good idea to let others know. Many breeders are happy to send an Angus customer down the road to your place if they know you have bulls on hand that will satisfy their customers' needs.

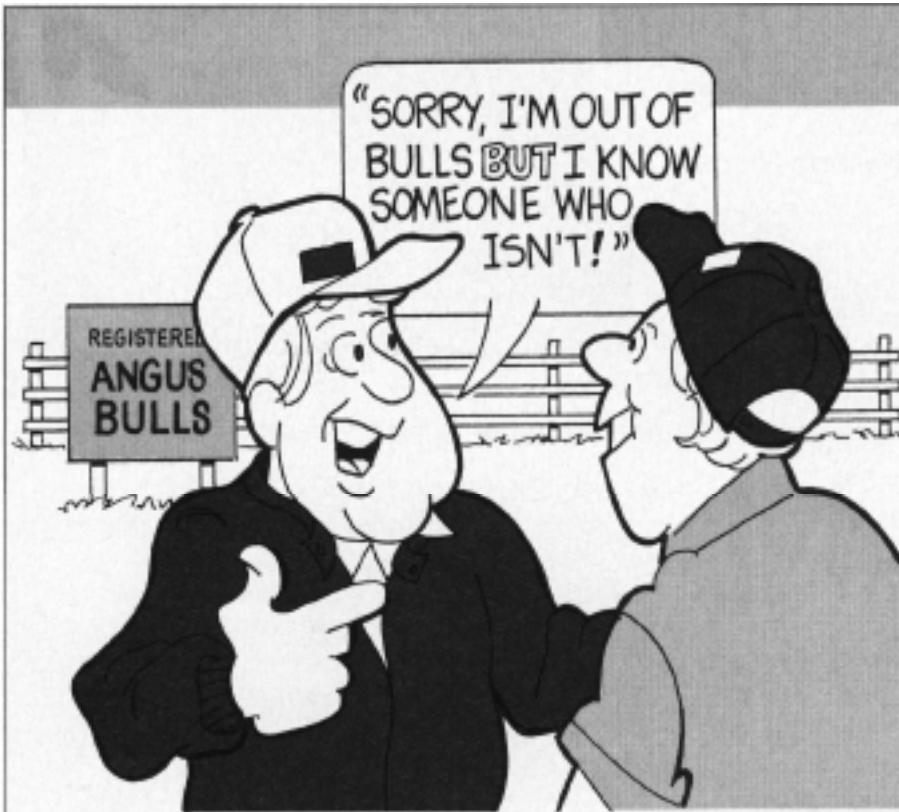
When you stop and think about it, this is what state and local Angus associations

are about. Their main reason for existence is to provide a framework for Angus breeders to work together to sell every member's cattle at the highest possible price, as they promote the Angus breed in a particular area. In this light it seems only natural for association members to cooperate for the common good-to help one another.

In this regard, it would be useful for every association to put out a newsletter once or twice a year listing all the cattle that each member has or will have for sale at a particular time. This could also go to all members as well as to a carefully selected list of potential commercial buyers. In addition, each member might want to distribute his or her own newsletter at strategic times, listing cattle for sale and their merits.

This kind of information should go not only to potential customers and other Angus breeders, but to county agents, vocation teachers, area auction markets and their representatives, veterinarians, bank agricultural representatives, beef cattle extension specialists, etc. You might be amazed at how many people who never buy cattle can help sell yours.

So never pass up the opportunity to tell others about your cattle. Even progressive breeders of other breeds can sometimes help sell your Angus. But most important, never let a good customer walk away from your place (if you can help it) without having purchased a good Angus bull or female, even if that good animal is owned by one of your friends or neighbors.



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