

by Miranda Reiman
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Who ya gonna call?

“Let’s call Gary.”

An airline fiasco left me arriving in one town, while my car was 140 miles in the opposite direction. My husband said, “Let’s call Gary.”

I was headed home from a gymnastics competition — the only adult in a car full of little girls — when my SUV refused to go more than 30 miles per hour in the middle of a busy interstate. I limped it safely to a truck stop and immediately thought, “Let’s call Gary.”

My mom’s vehicle started acting up when she was on babysitting detail while my husband and I were both out of town for the week. Feeling helpless, more than a thousand miles away, we took comfort in saying, “Let’s call Gary.”

To us, Gary is more than the owner of our local car dealership. He’s a trusted problem-solver — the kind who will go to great lengths to make certain we’re taken care of, whether that means lending us a loaner car or sending a tow truck.

Those problems don’t always fall during normal business hours, but he’s always quick to answer the phone and say, “How can I help?”

He does this, despite that fact that we are certainly not his highest-grossing customers. We’ve never bought a brand-new vehicle or financed through the dealership. In fact, we’re only in the market for an

upgrade to our used vehicle about once every five years.

Yet, we’re so loyal to Gary that at this point, we feel a little like we’re cheating on him if we even drive through another car lot just to “browse.”

Service behind the sale

We recently had all the regional managers gathered at the Association, and we divided into small groups for a brainstorming session. One question we posed was, “What sets the good Angus breeders apart from the exceptional ones?”

It didn’t matter what region of the country or demographics of the operations they typically serve, they mentioned customer service every single time.


Roger Jacobs and Ron Frye joined Mark McCully and me on *The Angus Conversation* in May, and we asked a similar question.

“The breeders that know their customers on a personal basis and keep in touch throughout the year, they are the most successful,” Jacobs said. “And the ones that offer customer service, whether it might be helping marketing some steer cattle or a load of heifers or helping them in any way in their marketing. I think that’s one of the real keys.”

We’ve devoted this edition to

sharing some ideas on how to serve your customers well. We recognize that can take many forms, from helping your customers develop a market for their calves (“Ensuring ROI for the Commercial Cattlemen” on page 18) to hosting on a grand scale (“Rolling Out the Red Carpet” on page 24).

For many, this time between sales is a busy one as you’re tending to all the herd management aspects of raising seedstock, but let this be your friendly reminder to keep after customer service, too. Make sure they hear from you between purchases, that you keep tabs on their pain points and successes, and that you get to know your bull buyers well.

The next time they need help from a seedstock supplier, you want them to have one thought: “Let’s call [insert your name here.]” 

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