

MEMBERSHIP TIPS

by Jerry Cassady, director of member services



Managing buyer information

Customer service is a big part of successful marketing programs. Keeping detailed records of your buyers is a vital component to providing comprehensive customer service.

AAA login tools

The “Buyer Contact Info & History” and “Customer Manager” feature within the “Purchase/Transfer History” tab in AAA Login allows members to maintain a detailed database of customers. This allows breeders to keep customer contact information, like which animals were purchased and transferred. Breeders can receive a list of buyers once a year as printed labels or electronic files for mailing sale books, newsletters or other communication.

To get started, click the “Buyer Contact Info & History” tab and the search page will open. Once you complete the desired search information, your buyers list will appear on the next screen. Click on the selected buyer, and details of past purchases will be listed. Breeders can also search existing buyers in the customer manager list by clicking search with last name or state. To show a complete list of all of your buyers, simply leave the

name and state fields blank. Click the “Add New” button to enter any new customers to your list.

You also have the ability to import your buyer list from the criteria fields listed. Click the “Import Buyers” button to list all of your customers who have bought an animal and had the registration paper transferred into their name, and to summarize animals purchased by each buyer. When you click “Edit” on a selected buyer, you can then summarize those animals purchased by that buyer by clicking on “Animals Purchased” within the Edit Customer page. You can also delete a buyer from your list in Customer Manager then export the remaining list to Excel file. This action will not delete your buyer from the main list in Buyer Info & History.

New features

A recent program feature implemented within AAA Login automatically looks up information on previous buyers. Just start typing the name, and previous buyers’ names to whom you have transferred an animal will automatically appear in a drop-down list. Click the name in the drop-down list and the buyer’s information will automatically fill in the respective fields.

Having a spreadsheet of your buyers’ purchases with

expected progeny difference (EPD) information can also be very useful. Previously there was a PDF report available for EPDs for the animals purchased by a specific buyer. Now, as a result of member input, there is a new option available to export the EPD information to an Excel spreadsheet located under the Buyer Info & History tab. Percentile ranks were also added to this Excel option for your convenience. This is a very useful tool for you to provide genetic prediction information to your customers.

Summary

Transfers offer the perfect platform to create and manage your own personalized buyer list. It may take additional time to enter customer information, but it will save time as your next sale day approaches. Your AAA Login account can help track which animals each customer has purchased and guide future needs of each customer. Knowing those details is helpful in maintaining comprehensive customer service your buyers deserve and expect. 

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Editor’s note: For more information on managing your buyer information, contact the Member Services department at 816-383-5100 or email me directly at jcassady@angus.org.

Required information for transfer of ownership:

- Buyer name, address, member code (if available)
- Authorized personal signature (paper certificates)
- Breeding information
- Date of sale
- Full interest or retained partial ownership

Optional information for transfer of ownership:

- Buyer phone number
- Buyer email address