

by Julie Mais
Editor



Selling sires, selling solutions

In our lives today, we are surrounded by products and services from companies that help us solve problems.

“When you care enough to send the very best” — Hallmark is there to help us express congratulations and condolences.

“The Quicker Picker-Upper” — Bounty paper towels tackle messes so we can get on with our day.

“Quality never goes out of style” — Levi’s is trusted for high-quality, stylish denim for the whole family.

“Save Money. Live Better.” — Walmart offers food, goods and services at more lower prices.

In the cattle industry, we have our own set of products providing solutions. From cloud-based recordkeeping to innovative equipment to the latest animal health products, cattlemen have lots to choose from to meet the needs of their own, individual operations.

Professional problem solvers


Angus breeders, however, are professional problem solvers themselves. Understanding their customers’ pain points and offering the Angus genetics to help improve their bottom line is what registered producers do each day. Solutions-based customer service will keep bull buyers coming back.

This issue is “The Sire Edition.” We cover management tips, tools and programs available to you to tailor your solutions to your customers.

It starts with managing young bulls, so they can meet their full genetic potential. Learn from other Angus breeders on what successful seedstock marketing has worked for them. Read more about how you can use AngusLinkSM programs to

provide a service to your customers and help them earn premiums in the marketplace.

We also visit with Chuck Grove, the retiring American Angus Association president, who shares his perspective from serving the Angus breed for nearly 50 years.

The adage “necessity is the mother of invention” permeates the Angus business. When needs are uncovered, solutions can be offered. 



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