

MERCHANDISING



How to gratify some, and astonish the rest.

Mark Twain once said, "Always do right. It will gratify some and astonish the rest."

Applied to your Angus business, this approach will pay off for you and for the breed too. There is a lot of talk about how important trust and service is to the success of the Angus business. But, we seldom get a testimonial from a new Angus breeder (a "Pilgrim" as the more cynical like to call them) to explain just how this all works.

The following letter was mailed to the American Angus Assn. It was in response to a new member survey that we send to everyone (adult and junior) who joins the Association. The writer is a professional man from a medium-sized town in Tennessee. It is in response to questions 1-2-3 on the survey which ask, who and what most influenced you to get started in the Angus business?

His letter is quoted here exactly as he wrote it, with the exception that names of the individuals and herds in-

involved have been changed. He writes:

"I owned a herd of Hereford cows and made a decision to use Angus bulls as herd sires. I attended the University of Tennessee Performance Tested Bull Sale and there purchased what I considered to be an outstanding Angus bull which had been bred by Mr. (Allan Jones). I became acquainted with Mr. (Jones) at the sale. He greatly impressed me with his knowledge of the cattle business, and I arranged for him to show this bull calf for the coming year.

"Some couple of weeks following this arrangement, I attended an (Angus breeder's) dispersal sale, again searching for the purchase of Angus bulls for my commercial herd. While there I decided that due to the favorable impression Mr. (Jones) made on me, I would become involved in the Angus business and purchased 15 heifers. Since that time an unfortunate incident happened to the bull that I had purchased at the sale, and which Mr. (Jones) was going to show, but he

showed himself to be a person of high character and quality. As a result I am continuing in the Angus business and have relied heavily upon his judgment and advice.

"I would like to say I believe probably the most important thing influencing me in starting out in this business is my fortunate meeting with Mr. (Jones.) I am starting in a small way and hope to grow larger, but not at any haste so that I might acquire working knowledge as to what is required for a successful and progressive Angus herd."

If every person who ever purchased a registered Angus animal had been fortunate enough to first meet a person like Mr. (Jones), there's no telling where the Angus business would be today.

Research has consistently shown satisfied customers nearly always buy cattle from people whom they like, trust, and have confidence in—and who back up their cattle with a dependable, fair guarantee.

Conversely, too many of the problems that are brought to the attention of the American Angus Assn. involve sellers who not only don't go the extra mile, they fail to provide even the minimum service required to effectively consummate a sale.

Fortunately, there aren't many people like this. And, unfortunately there are still too few like Mr. (Jones). If you have any question about where you stand between these two poles, ask yourself this question:

"How enthusiastic would this professional man and new Angus breeder be today had he met me instead of Mr. (Jones) at the first Angus sale he attended?"

Director of Communications
and Public Relations