



Feeder Directory is a unique and customer-pleasing service

A good deal has been said in this column the past couple of years about customer service and how it sells cattle. Now I can tell you of an exclusive service offered only by the Angus breed that can help set you apart with your customers from other bull suppliers.

It's the Angus Feeder Cattle Directory. And by listing your good bull customers in this directory, you can demonstrate to them that you are interested in their welfare. Better yet, you can help them merchandise their feeder cattle that are sired by your Angus bulls.

For just \$10 anyone can list all the Angus-sired feeder cattle they have for sale. The listing is broken down by states and directories are mailed to nearly every feedlot operator in the U.S. The last mailing in August went to more than 7,000 operators who feed ninety-some percent of all U.S. cattle. The \$10 listing charge is nominal. It doesn't even cover the cost of postage.

Most people who spend a lot of money for a product, be it an auto, tractor, or registered bull, feel in their heart that the seller is more interested in separating them from their money than anything else. By taking the initiative to get their cattle listed in the Angus Feeder Cattle Directory, you can show your customers that you really do have a heart. You can demonstrate to them that you appreciate their business and the fact that they contributed several thousand dollars to your yearly cash flow. You can make it a \$10

Christmas gift to your customers if you like.

It requires a little work. You will need to ask your customers for permission to list their cattle in the directory. You will also need to collect the information that's

have never done business with. And we know that no one returns to buy bulls more often than a satisfied, happy customer.

As you will note on the listing form printed on the adjoining page, the Angus Feeder Cattle Directory this year is being handled by John Stowell, Director of Supply Development for Certified Angus Beef. The forms, however, should be mailed to the American Angus Assn. The address is on the bottom of the form. For your customers, you can make copies of the form for each person you want to list, or just print all the necessary information for each listing on a separate sheet of paper.

It may seem like a small thing to you. But most good customer service ideas are small things. What turns them into big things is the cumulative effect of all the ways that a seller takes to say, "Thanks, we really appreciate your business and value you as a customer."

So if you want to make your registered Angus herd stand out in the minds of your commercial bull customers, here is a place to start. Just remember that the completed listings need to be back in the Association office by January 1 for the February listing. *AS*



included on the listing form. Basically, just obtain the number and sex of feeder cattle they have and when they will be offered for sale. If the cattle are normally sold at a specific auction, this can be included in the listing.

Each person who has cattle listed in the book will receive a copy of the directory. They will be pleased with you and your help when they read their name and listing information. They will be even more pleased with you when they get a call from a feedlot operator whom they

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