



Guarantee Satisfaction

Marketing your animals has often been referred to as creating your 13th milk check. Are you giving your all to capture that potential revenue? Do you actively use the resources at hand—Area Representatives, Jersey Marketing Service, local buyers—to assist you?

Twenty-three years ago in a *Jersey Journal* editorial, salesmanship and leaving a positive image of the Registered Jersey business was a topic of conversation. As the Jersey breed continues to grow and more and more Jerseys move into existing or new herds, the foundation of that editorial still rings true.

Salesmanship is definitely a learned art. We call it “art” because a salesperson creates his or her own unique individual approach of connecting with potential buyers, depending on the style of the buyer. We term it “learned” because we don’t always get it right the first time and it takes patience to learn from mistakes. Every time someone comes on your farm to buy cattle, they will ask a new question, need a different piece of information than the last person, or approach the entire process differently. Each sale is an opportunity to expand salesmanship skills—for the seller, as well as the buyer.

In today’s society, news spreads more quickly and is more accessible than ever. The public turns to social media, blogs, and emails for instant answers and to spread news quickly—good or bad. How can we ensure satisfaction guaranteed to the buyers of your genetics?

The Jersey breed is blessed with masterful merchandisers, reputable breeders who sell the right kind, treat people right, and are committed to one ideal:

Satisfaction guaranteed.

There will always be challenges and learning experiences with marketing your cattle. Here are a few musts to maintaining and building your integrity when marketing your cattle.

- Understand and have experience in advertising, so you are known to the buying public.
- Have a solid testing program with official records posted for the easy inspection of any interested party.
- Be familiar with infoJersey and the management tools within it such as HerdView, BullsEye, and JerseyMate to aid with quick reports to show the buyer.
- Genomically test your herd to provide accurate parentage records, A2 status, and other genetic attributes to determine saleability.
- Properly vaccinate cattle of all ages and present them in good, healthy condition.
- Make yourself familiar with the pedigrees and background of the cattle you’re offering, and show a degree of pride in them.
- Present a price on each animal, and be able to justify that price by pedigree, type, income over feed costs, and so on.
- Be available promptly to buyers when they have made appointments to see cattle.
 - Project a friendly attitude and show concern for the wants and needs of the buyer.
 - Transfer all sold animals to the new owner promptly and express to them in all possible ways the value of registration certificates/official identification.
 - Keep in touch with the new owners. Make good on damaged animals and nonbreeders.

Guarantee satisfaction, and your buyers will come back to you—and Registered Jerseys—again and again.

