

MARKETING 101:

Marketing Seedstock & Building Customer Relations

Alabama BCIA Field Day

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KENSINGTON Cattle Company

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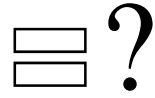
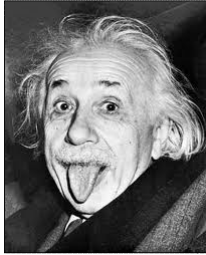
Marketing & Customer Service Introductions

Tips from Roland

Customer Relationships Begin With You



Tip #1
Nobody Likes A



Tip #2:
Can't Make Chicken Salad from Chicken Manure



Marketing

Marketing

You Must Have A Plan!



- Reaching Out To Your Target Audience**
- Face-to-Face
 - Personal Letters
 - Catalog
 - Bulk /Direct Mailings
 - Postcards
 - Print Media
 - Welcome Visitors
 - Ranch visits/deliveries
 - Email
 - Website
 - Electronic Newsletters
 - Association Directories
 - Social Media –Facebook
 - Video Sales
 - Promotional Items

Marketing Plans in Advertising!

- Know your deadlines!!
- Start Early on Your Plan.
- Expect Delays.
- Price Comparison.
- Get help from a Professional if Possible.
- Work Backwards From Your Target Date.

Free Forms of Marketing

- Press Releases – Often publications need editorials
- Submit Photos to Publications
- Host A Field Day – Associations, College, Others
- Welcome other Visitors
- Be Positive!

Marketing Dollars

- Depends on the size and scale of your operation.
- Are you a new or an established program?
- Once you decide on a marketing plan. Do it Right!
- Effectively promote your name and product.
- Internally our question is:
“How many bulls does it cost us?”

Marketing – Reminders

- Be Consistent – For example use of a logo
- Keep it Simple
- No Picture is Better Than A Bad Picture
- Always Have a Second Person Review Your Work
- Always Ask For a Proof From a Trade Publication!!
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**Marketing
Take Care of Your Business**

- **Be Active in Your Association:**
Breed, Cattlemen's, BCIA
- **Volunteer to Help With A Trade Show Exhibit**
Free – Easy Pickings if You're The Only One There
It's Not a Place to Leave Your Coat or Trade Show Goodies
- **Consignment Sales – Do Your Homework**
It is Not the Sale Manager's Job To Sell Your Cattle

Marketing 101

**Customer Service
And
Building Customer Relationships**

The Customer

Recap:

- Customer Has Been Identified
- Developed a Marketing Plan
- Earned the Business
- Now What?

Maintaining That Customer Relationship

We Are In The People Business!

Maintaining That Customer Relationship

It All Begins With Service After The Sale!

Maintaining That Customer Relationship

Maintain A Customer Database

Include:

- Name
- Ranch Name
- Address
- Phone
- Email
- Size of Operation
- Purchase History
- Directions

Organize Database:

- Note cards / Notebooks
- Association software
- Commercial programs
- Borrow Other People's List

*These Are Only As Good As
The Data You Input*

Maintaining That Customer Relationship

“The Golden Rule”

- Make customers feel important and APPRECIATED
- Don't take them for granted
- People value sincerity
- Thank them every time you get a chance
- Some customers need more attention than others!

Maintaining That Customer Relationship

The Customer is Our Boss!

- Respect – Must Be Earned
- Integrity – Judged by our Actions
- Character – Always “Do Right” By The Customer
- Knowledgeable – About Our Products
- We Are Responsible for Their Success
- Remember they pay our salary!

Maintaining That Customer Relationship

Be A Good Listener

- Ask Questions.
- Let them talk. People like to talk.
- Concentrate and Listen. The Answer is Key.
- Identify their needs. Get regular feedback.

Benefits

- The better we understand them.
- Shows their opinions and questions are important to us.
- The prospect will tell us what it takes to help buy.

Maintaining That Customer Relationship

Identify and Anticipate Needs

- Communicate regularly so that you are aware of problems or upcoming needs.
- Customers don't buy products or services.
- They buy good feelings and solutions to problems.
- Be helpful – even if there's no immediate profit in it.
- Advantages vs. Benefits

Maintaining That Customer Relationship

Complaints

- Know how to apologize.
- Handle problems/complaints immediately
- It is not always easy.
- It makes the customer feel good.
- Offer only what you can deliver.
- Seek comments and constructive criticism.
- Be a problem solver.

Maintaining That Customer Relationship

How can you differentiate yourself in the marketplace?

- What can you give your customers that they cannot get elsewhere?
- Follow up with old customers and contacts.
- Persistence and Determination
- Be Positive

Maintaining That Customer Relationship

You Must Know More About Your Customer's
Business Than _____?

**If You Are Not Taking Care of Your Customer's,
Your Competition Will**

Questions?