

4-H Salesmanship & Market Animal Record Clinic

May 19, 2009



2009 Livingston County 4-H Livestock Auction

- Saturday, July 25, 2009
- Hemlock Fair
- Buyer's Reception 12:00 Noon
- Sale begins @ 1:00PM

What is Salesmanship?

- 1 : the skill or art of selling 2 : ability or effectiveness in selling or in presenting persuasively
- Characteristics of a Good Salesperson
 - Motivated, enthusiastic, confident, dependable
 - knows his/her product
 - Knows his/her customers

Goals for Today...

- **Who** – potential buyers
- **What** – persuade potential buyers to come to the sale & bid
- **When & Where** – logistics for sale day
- **Why** – more potential buyers = potential for higher sale prices = potential for higher profit

Who? Know your audience...

- Who is already attending the auction?
- Who can we find as new buyers?
 - Business Directories
 - Business your family deals with on a regular basis
 - Local government representatives
 - Internet
 - Buyers from the past that have not returned

What? The sales pitch...

- This is where we persuade potential buyers to attend the auction and bid
- Methods of Delivery
 - Letters, Invitations, Flyers, Posters,
 - Personal visits

Letters

- Opening – introduce sale
- Body – your personal project story
 - Projects you are taking
 - Things you have learned, accomplished
 - Why should they purchase your animal
 - Your goals for the project and the future
- Hook – sale info, request presence
- Conclusion – set up for personal visit, thank you for support and hope to see them in July

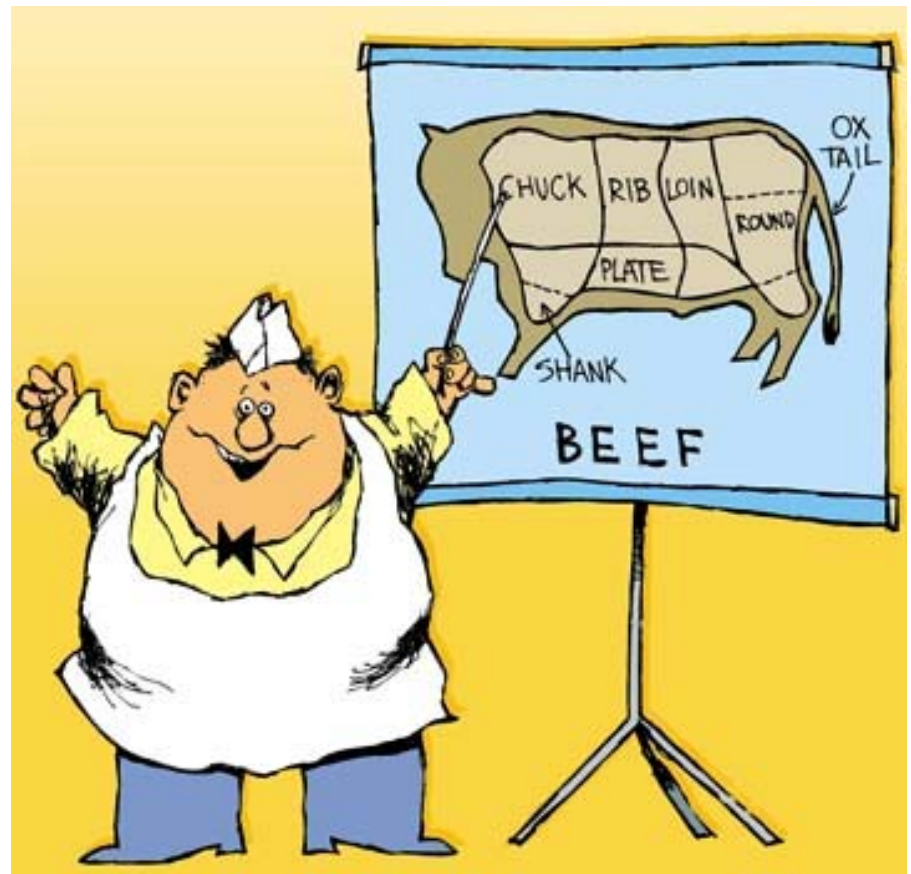
Invitations & Flyers

- Can be less formal than letters
- Fun & creative ways to get your message out
 - Borders, backgrounds, pictures
- Works great as a reminder for people that are sale “regulars”



Posters

- Poster contest details
- Where should I place them?
- What should they say?
- When should they be put up?



Sale Sponsorships

- Gold – over \$200
- Silver - \$100 – 200
- Bronze - \$100 and under
 - What does sponsorship mean?
 - Who can be a sponsor?
 - How do I collect sponsors?

Personal Visits

- Appearance
- Be prepared to tell your market project “story”
- Packet of materials
- Remember you are always “selling” yourself to others in public...
- Timing – drop by vs. calling ahead
- Remember to shake hands

Information Packet

- Obtained from the 4-H office
- Distributed during your personal visits
- Includes
 - Information letter
 - How to buy
 - Processor information
 - Fair pass
 - Various meat information

When & Where? Sale Day Logistics...

- Things to include in your correspondence:
 - Date
 - Time
 - Location
 - What you have learned
 - Benefit of supporting the 4-H Livestock Auction
 - Information about your project animal
 - Sales pitch

Why? More people = More potential...

- 250lb hog X \$1.70/pound = \$425.00
- 250lb hog X \$1.80/pound = \$450.00
- **\$25.00 increase** from one additional bid
 - Just one more potential buyer could = higher price

More people = More potential bids

- 1,200lb steer X \$1.10/pound = \$1,320.00
- 1,200lb steer X \$1.20/pound = \$1,440.00
- **\$120.00 increase** from 10 cent bid

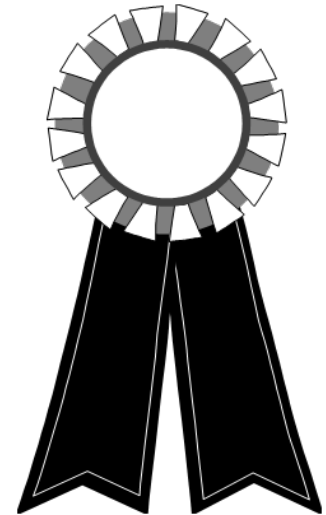
- 125lb lamb X \$3.00/pound = \$375.00
- 125lb lamb X \$3.10/pound = \$387.50
- **\$12.50 increase** because of one more bid

Competition VS. Comrades

- SPORTSMANSHIP: End the day as friends 😊
not foes 😞
- We are all one big 4-H family
- Have fun!
- Learn something

Sale Day!!!

- Pen/stall presentation
- Animal presentation
- Your appearance
- Networking before the auction
- Etiquette after selling your animal



Post sale to do list...

- Thank you, thank you, thank you!
- Notes, letters, cards
- Photos
- Be creative...
- Market Project Record



Questions???



Market Animal Records *“Feed Records”*

Why is Record Keeping Important?

- Its YOUR “mini” business
- Helps you to stay organized
- Accurately determine profit or loss
- Insert questions helps to tell your "project story"
- Helps you to “*make your best better*” next year
- Required to receive auction check

Expenses

- Purchase price of your market animal(s)
- Feed & Hay
- Bedding
- Equipment
- Vet bill(s)
- Auction Commission
- Other

Income

- Sale of Animal
- Premiums & Cash Awards
- Donations

Weight Record & Growth Chart

- Weigh your animal the same day each month
- Record weight
- Graph it!

Market Animal Project Questions

- Write short answers
- Use your answers to tell potential buyers about your market animal project
- Use your answers to do even better next year

What do I need to turn in?

- Lists of Total Expenses and Income
- Completed Growth Chart
- Answers to Insert Questions
- Market Animal Record (Front of Record Envelope)

Final Suggestions...

- Keep all receipts and paperwork in one place
- Use Market Livestock Record
- Use a 3 ring binder or note book to record:
 - * Expenses and Income
 - * Weight Record & Growth Chart
 - * Answers to the insert questions
 - * Additional successes or things you learned.

Questions???

