



Around THE WORLD

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Appreciation

I hope everyone had a Merry Christmas—the true reason for the season. Tom that means showing appreciation to Jesus for what He has done for me. But do I give enough appreciation to Him and others throughout the year, on a daily basis? Looks like I have room for improvement.

Along that line of thinking, lets compare and contrast our own satisfaction with the breed and our program with that of our customers. I know most of you are gearing up for the spring sale season—to market your product that has taken almost two years of thought and effort from generation day to pay day. That started me thinking: A breeder's satisfaction on sale day is almost exclusively tied to the customer's appreciation for his product. Wouldn't it be true, then, that the more appreciation a breeder shows to his customers, the more likely the customer will be satisfied with the product and the service he provides?

So how do you think you rank in the eyes of your customers?

As an experiment, try something new for 2011. It will not take much extra money—given the numerous and affordable technologies available these days, but it will take some creativity

and time. I challenge you to increase your 2011 sales and revenue simply by showing genuine appreciation to your customers, your workers, your family, and to all those around you. Let's just see what happens. I could be wrong, but I'll bet you'll have a better year and maybe even glean more enjoyment from it.

Maybe start with these people, to give you some practice: the breeder or individuals who got you started in the breed; those who give you assistance now; your strongest competition—because they drive you forward; and the junior members who are getting their start from you. Make sure to “pay it forward” as these young customers are also the future of the breed. With all this practice, you will likely see returned appreciation and you will definitely hone your skills!

Thanks for reading my rants—all six of you. I appreciate you for it. I appreciate our Maker and all He has created for us to enjoy and do. Now join me in this experiment and extend genuine appreciation to those around you and specifically, your customers. Your program and the Limousin breed will be better for it. **LW**