



Around THE WORLD

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Season's greetings. By now most of you are wrapping up the Thanksgiving holiday and are re-stocking for the next wave of festivities at the end of the month. Like most years, this holiday season brings with it the stark reality we are about to dive into a new year sooner than we expected.

As we reflect on 2010, we have the opportunity to look back upon our successes, as well as our failures. Regardless of what's on the list at the end of the year, the key is to have learned something and take something positive out of it and apply it to the new year.

Recently, I was reading an article about the upcoming holiday season and a quote struck me that applies not only to the holiday season, but also to several things in life, and more specifically, the Limousin business. The quote was, "A lovely thing about Christmas is that it's compulsory, like a thunderstorm, and we all go through it together," Garrison Keillor.

There's no doubt in my mind, reflecting back on the fall sale season, the most successful sales were the ones that had a sense of togetherness. What I mean by that is, all aspects that contribute to a successful sale, both on the product and people side of the business, were taken care of.

For example, on the product side, the sales that were most successful featured: 1) complete NALF registration and

associated documentation (BW, WW, YW, DC Scores, SC measurements and ultrasound data); 2) above breed average EPDs; 3) appropriate homozygous and genetic testing; 4) above average body condition scores; and 5) proper presentation.

On the people side of the business, the sales that were most successful featured: 1) strategic marketing and tactful salesmanship; 2) reaching the appropriate audiences with advertising; 3) all industry guarantees met and quality service provided; 4) active sellers that maintained contact with both past and prospective customers; and 5) an enjoyable business atmosphere that made the process enjoyable for customers.

That said, it's our responsibility at every level of the Limousin business to hold ourselves accountable with a sense of togetherness as we work toward creating a quality product and positive marketing environment for the people engaged in our business. Like the quote says "...we all go through it together."

As we move through the holidays, into the National Western Stock Show and the upcoming spring sale season, I hope you consider some of the items listed above. I look forward to seeing you at these events, and if there's anything we can help with please feel free to contact us.

God bless and happy holidays.

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