

Release the Salesman in Yourself

Ernie Barnes
American Yorkshire Club

Are you determined enough to make 20 percent more profits this year than last year? Everybody spends time studying genetics, pedigrees improving management, and rations. However, very little time is spent studying or practicing salesmanship skills.

Each of us is a salesman in our own way. Most of us are married to wives better than we deserve, and we had to convince them how dynamic and outstanding we were. That persuasion we used is called salesmanship.

Everybody has to borrow money at some time or another, and there again, you have to convince the banker to lend you the funds you need

There is only a slight edge between a good salesman and a mediocre one -- just the same as a horse winning by a nose, a baseball player that bats 300 versus the 250 hitter. You have to have a burning desire to be a better salesman, just as a coach has a desire to win more games.

Vince Lombardi, Green Bay Packers coach, once said, "The man who succeeds above his fellow man is the man who early in life clearly decides his objectives and towards that objective he directs all his powers."

Most breeders do not plan to fail, they just fail to plan. You have only failed when you have failed to try. Set your goals on a daily basis. Do not just say I am going to sell 500 boars a year. Break it down more realistically to 45 boars a month, 15 a week, or two a day.

Learn to listen. Silence is an art. Abraham Lincoln, referring to his cabinet, once said, "The more I listen, the better they hear."

Make up your mind to always have a positive attitude and a contagious enthusiasm. Remember the pony!

It has been said that we retain 20 percent of what we hear, 30 percent of what we see, 50 percent of what we see and hear, 70 percent of what we say, and 90 percent of what we see and say as we do a job.

Paint a picture for your customers of how your breeding stock will meet their needs. Sell the sizzle. Always remember you are providing a service. Henry Ford once said, "Selling a car is just half of the deal, you must provide service."

Your identity is becoming exceedingly important. The whole concept of selling, be it tractors, fertilizer, seed corn, or boars, is that you have a clientele that envisions your herd with meeting their needs.