

TOP 10 BEST PRACTICES EXPANDED - SALE BOOKS NEED TO BE OUT IN A TIMELY MANNER

In the 2023-2024 Missouri Angus Directory, we released the work of the Missouri Angus Association Industry Relations Committee's, "Top 10 Best Practices" for Regional Association Consignment Sales. The items are not listed in any particular order and are meant to aid consignment sales in running more effective, higher grossing sales that better fit the needs of buyers. This month, we expand upon the eighth item.

By Julie Conover, Missouri Angus Association

Most likely, the largest portion of both a production and consignment sale budget will be the sale book. While we are fast to acknowledge the feed and other expenses that go into preparing an animal to market and even creating the mating, for the sale itself, the weight heavily relies on the design, printing and postage of a sale book.

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With thousands of dollars allocated to the venture of producing a sale book that will be delivered to the hands of potential customers, extra emphasis should be placed on the sale book. In consignment sales particularly, deadlines are sometimes seen as a suggestion versus fact. With that said, consignments can sometimes still be added in, but communication is key. Entry deadlines are created to specifically prepare for the biggest deadline sale managers face, getting a sale book designed, printed and successfully delivered to potential customers.

Here are four basic tips for making sure you are ready for an entry deadline and ultimately, the sale book submission deadline:

1. Select the cattle in which you would like to market early to allow for adequate preparation time.
2. Submit registration and DNA information to the American Angus Association well ahead of deadlines to have known information to consign.
3. Take time to look-up production records and draft a footnote to be included with your consignment(s).

While sale managers can make something sound smoother or add in additional knowledge, only you know the success of the consignment and why he or she excels.

4. Communicate with the sale manager to confirm that he or she has the content and be aware of photo and/or video deadlines and/or extensions.

In looking specifically at deadlines, the Missouri Angus Association

Industry Relations Committee recommends for a goal: Sale books are delivered three weeks ahead of the sale. With known mailing complications, this allows for potential delivery delays.

In regards to sale books, we turn to the experts. While there are numerous companies that can aid you in designing and printing a sale book, we have two right here in Missouri to provide additional guidance.

Jocelyn Washam is a fourth-generation cattle breeder and Missouri Angus Association member who has over 14 years' experience building and designing sale books. For the past twelve years, Washam has served as the Lead Designer for Rural Route Creations developing websites and print marketing pieces along with other responsibilities to help clients have successful marketing experiences.

In reference to sale books, Washam states, "It is important to stay ahead and plan accordingly for your sale day. Having a successful sale with proper marketing and exposure doesn't happen overnight. Choosing someone you trust is key. Building that initial relationship with your graphic designer is the first step to getting your marketing piece professionally created. Stick to your deadlines and plan accordingly. Make lists, and more lists! Make yourself, your family and your help aware of what needs to happen in preparation of getting your sale book organized and created. It's important you give yourself plenty of time to get all information current for your sale animals, allow proper timing and preparation for getting those perfect, sunny pictures that show off the best in your animals, and allow plenty of time for your catalog to be received by a potential customer. And remember to stay consistent with your sale marketing. Make sure your catalog matches all advertisements and marketing pieces to create a professional and recognizable look for your sale and your operation."

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Newer to our Angus Team in St. Joseph, Grace Sanburg who serves Missouri as the Angus Media Print Services Coordinator and Graphic Artist. Sanburg states, "To be successful and reach your operations sale day goals - you need to keep marketing at the forefront of ALL your



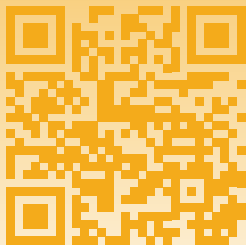
operations efforts. This starts by thinking of marketing as a long-term process, rather than a one- or two-month project leading up to sale day.”

Sanburg provides these tips for having a successful sale book for both production and consignment sales: “Each year’s sale book starts when the new calf crop hits the ground, so here are a few tips to help you find an edge with your marketing and specifically your sale book when thinking long-term...”

- After your 2024 sale has ended, plug your 2025 sale date into the sale day calculator.

Give yourself plenty of time to accomplish the many tasks that go along with sale book/day preparations. This doesn’t just include putting together a lotting order but starts simply with registering your calves. This calculator gives you a timeline based on your sale date for when certain task should be completed. This is based on American Angus Association time frames for processing animals and any marketing pieces you are interested in utilizing.

- Get an estimate. Allow yourself plenty of time to review your sale book estimate. This will allow for adjustments when necessary!
 - ▶ Be sure to note the sale book production schedule on your estimate. Those dates are important!



**Scan QR Code for the
Sale Day Calculator**

- ▶ Start on your mailing list early. The sale book doesn’t have to be approved for the mailing list to be approved! Waiting until the last minute to finalize the mailing list is one of the biggest hold-ups we see and can delay your book going to print.
- Talk with your print services coordinator early and often. The sale book production process can go smoothly if your coordinator knows when to expect your information or if you have any questions prior to starting the process.”

While everyone has a different strategy to how, when and what features a sale book should include, preparation is key to a successful outcome. Make sure you are prepared and set yourself up to be successful on sale day by taking proactive steps in the months ahead of the sale. Stay tuned to the Trails for articles highlighting each of the top 10 practices.

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