

THANKING A BUYER

All right, so you did your job before the sale, got the buyer to the sale, and sold your animal. Your job is not done yet! You still need to thank the buyer so they will attend again next year.

- 1) The night of the sale, find out who bought your animal and thank them right there. Everyone who purchased an animal should be thanked. You should also make a sign with the buyer's name and place it over your animal's pen.
- 2) Within two weeks of the sale, a thank you letter should be sent to each of your buyers. If two or more people went together to buy your animal, you will need to send a thank you letter to each one. Don't put it off! In the thank you letter, tell the buyer what you learned in the project and what you intend to do with the money.
- 3) Two weeks after the fair, a formal thank-you advertisement could appear in the local newspaper. You may also choose to place a small personal thank-you ad. These are an inexpensive and excellent way to send a little extra publicity to the business that purchased your animal.
- 4) Other things you may do to make your thank-you a special one include:
 - Sending flowers
 - Having a t-shirt made to thank your buyer
 - Take your buyer a batch of cookies
 - Send them a Christmas card

Each of these little things help the buyer remember who you are and show how much you really appreciate them for buying your animal.

- 5) Remember that every person you contact will not be able to purchase an animal. The company office may tell a local branch manager "You can spend \$200 and no more," and that person attends the sale, bids on your animal, but the bidding goes too high. That person still deserves a THANK YOU! Have mom or dad or your 4-H leader watch who bids on your animal and send them a thank you for bidding.

A FEW WORDS ON ATTITUDE

Sometimes we don't get the price we want for our animals. Don't walk out of the sale ring with a long face. If you get a price for your animal that is higher than current market price, you have received a gift! Hide your disappointment (if that is how you feel) so the person who bought your animal doesn't feel cheap or unappreciated. **THE BUYERS DON'T HAVE TO BE THERE.**