

5 Steps to Increase Bidding on Sale Day

~Start Marketing Early~

Don't wait until a month before your sale to start advertising your breeding program and connecting with customers. Marketing your livestock months ahead of sale day gives you the chance to build rapport with potential clients and get on their radar. Sharing updates from your ranch, showcasing a top herd bull or giving a sneak peak of your bred heifers connects you with customers and shows what you have to offer.

~Invest in What Matters~

Keeping costs at a minimum is what builds profit. But investing in the right areas increases value. Buyers judge an animal based on its appearance. So to get their attention, you need the best image possible. That means showcasing your animals through professional photos and video is paramount to your success on sale day. Hire someone with experience and equipment to capture your best animal in its best form.

~Get a Good Crew~

Good auctioneers and ring help don't just provide ringside entertainment. In fact, they often more than pay for themselves by getting an extra bid or two on each lot. These sale day professionals know how to convince people to give a little more and emphasize the value of the animal in the ring. Plus, a crew that works well together keeps the momentum going—which always results in confident bidding.

~Dress Your Best~

First impressions are everything. From the moment trailers pull in the driveway, they should see that you mean business. Displaying your cattle in a clean and safe environment shows you have pride in the stock you're offering. And managing the sale in a professional manner adds class to the atmosphere. Shake hands, say hello and act like you believe you are selling the best cattle in the county!

~Do a Little Bragging~

Your cattle are good and your customers need to recognize that. Taking a few moments to comment on lots during the sale highlights the qualities of an animal's pedigree and performance. Buyers should know if the dam is one of your donor cows or if the bull has breed leading EPD's. A little insight can help buyers understand the value that animal brings to their operation.

