

WEEK 5



BUILD YOUR ENDURANCE

IMPROVE YOUR CUSTOMER SERVICE

This week's "workout" is designed to help you improve your customer service skills. This is the best way to ensure long-term success.

WEEKLY EXERCISE

Get in touch with your current customers and/or potential customers to build stronger connections. Forging these relationships will help you build customer loyalty.

QUALIFIERS

To verify you completed this week's challenge, please complete one of the following:

- Check-up on an existing customer — take advantages of milestones like birthdays and achievements/awards!
- Contact a prospective customer
- Send a thank-you note to customers
- Host a farm/ranch visit for customers
- Share a customer testimonial on website or social media

**Send all screenshots/photos to outreach@hereford.org

EXTRAS

Looking for an extra challenge? Plan a 6-month calendar of customer follow-ups. This way you can stay on track and make sure you aren't leaving a customer out!

Week 1 | Sept. 3-8

Get Inspired

Kick off the challenge by identifying your True North

Week 2 | Sept. 9-15

Buff Up Your Brand

Do the small things to improve your brand image

Week 3 | Sept. 16-22

Flexing Our Muscles

Band together to promote the Hereford breed

Week 4 | Sept. 23-Sept. 29

Build Your Endurance

Promote the Certified Hereford Beef® brand in your local area

Week 6 | Oct. 7-13

Share Your Success

Tell your story and shed transparency on the beef industry through videos and photos

Week 7 | Oct. 14-20

Sustain Your Progress

Create a long-term plan to maintain your new habits

Week 8 | Oct. 21

Open Gym

Stretch your limits and play to your strengths

