

Quick Ideas to Reinvigorate Your Value Proposition

You know what you offer has value — now, it's time to show it.

Last month, we discussed the concept of accidental complacency and its potentially detrimental effect on your business. Rather than being satisfied with that message, this month, I would like to add a few ideas to help reinvigorate your brand by putting a renewed focus on demonstrating value.

Demonstrated value can be seen in elements such as customer service, courtesy and quality cattle. Yes, these are essential functions, but recall the conversation last month. Customers become comfortable with your great service and excellent stock, and then they anticipate these things as the minimum expectation instead of an added value. It seems frustrating, but in a highly competitive industry

creating a story will be too difficult. It isn't. How do you tell a story that will engage people and make them relate to your brand? Your own "Come Home to Hereford" story may be the answer.

Consider your origin story — the family history, your first show heifer, or the way you, your spouse and children have built the brand. Share about how things have changed and the happenings in the industry. You also can talk about some of the struggles you have had to overcome that helped you make decisions about your operation today. We all know folks who overshare, especially on social media. The key is to offer enough of your origin story to ensure your customers recognize the

As breeders and sellers, we must uncover what is current for our audience now and in the future. Your customer may look the same on the outside, but things are still changing for them all the time, and those things matter to you. Things like their timing for exiting the business, if they have gained or lost acreage, health-related issues that affect their decisions to grow or not, and whether or not new family members are coming back are all essential questions. Start each selling season by asking your customers about their current circumstances.

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such as ours, we are always being “one-upped” by the competitor. We have to maintain a steady focus on delivering our best while also managing workload, our personal lives and everything else. Let me offer a few unique techniques you can easily weave into your everyday customer and prospect interactions to truly show value.

Three ways to show value

1. Tell your original brand story

Good brands tell a story and evoke emotion with the customer or prospect. You may think that telling your story isn't a good fit for you or

human behind the brand and find common ground with you as their preferred supplier.

2. Know your audience

Before you start building your brand or consider reinvigorating your branding efforts, it pays to carefully consider your audience. I know you're saying “Sarah, we already know our audience. It's cattle breeders, and we are cattle breeders.” Yes, but let's think a moment about your audience as a group of many individuals. In that context, how much do you really know about your specific, segmented audience?

3. Remind your customers to value you

Reminding people to value you may sound funny or even arrogant, but I assure you that it is not. Everything depends on how you go about it. First, give customers an opportunity for input. You can start by asking a simple question: “What do you value about our working relationship?” For prospects, simply rephrase that question into something such as: “In your best working relationships with other breeders, what do you value most?” This simple question can turn into a useful discussion about what customers find valuable in what you currently offer, or it is a feedback opportunity for them to share how you can improve. Either way, you gain intel about what to continue, what to improve or what to stop doing — knowing that helps you become and stay a valuable piece of their business puzzle. **HW**

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