



CUSTOMER SERVICE TOOLKIT

for Angus breeders





Your customers are your livelihood.

The way to truly help them succeed is to help them capture value on their investment in registered Angus bulls.

As a member of the American Angus Association®, you have the power to offer next-level customer service at little cost with AngusLinkSM and make a big impact on customers' bottom lines.

By partnering with AngusLink, you can be a champion for your customers and put more dollars in their pockets.

HOW TO CONNECT CUSTOMERS TO MARKET PREMIUMS:

Step 1: Use this kit to teach your customers about AngusLink and its connections to market premiums.

- Start the conversation through customized buyer letters.
- Promote industry-leading articles affirming AngusLink premiums.
- Digitally connect to your customers via email or social media to remind them of your dedication to their success.
- Showcase data and facts to confirm their choice to invest in registered genetics is the right one.

Step 2: Transfer bulls to ensure your customers are eligible for AngusLink programs.

- Review best-practices and steps for transferring bulls by visiting the [Angus.org Member Center](https://www.angus.org/membership).

Step 3: Follow-up with customers after their calves sell to talk about results.

- Re-engage to achieve repeat customers and help them celebrate their success.



Buyer Letters

HOW TO USE THIS TOOL:

No matter how you prefer to connect with your customers, employ these ready-to-use statements to help you share about AngusLink programs with your customers.

Copy and paste this text into your next mailer or [download the Microsoft Word template](#) to print and send.

OPTION 1:

When you're ready to market your Angus-sired calves and put more dollars into your pocket, use AngusLink value-added programs (AngusVerified and the Genetic Merit Scorecard) as a marketing tool. They'll help you capture the value of your investment in registered Angus genetics. Contact me for information on how to get started or visit AngusLink.com for more information about enrollment.

OPTION 2:

You and I know feeders are looking for cattle that grow fast and hit grid premiums. As a member of the American Angus Association, I can offer AngusLink's value-added programs (AngusVerified and the Genetic Merit Scorecard) as a marketing resource when you're ready to sell your Angus-sired calves. Let's put more dollars into your pocket with AngusLink and reward you for investing in registered Angus genetics. Contact me for information on how to get started or visit AngusLink.com for more information about enrollment.



Ranch Newsletters

HOW TO USE THIS TOOL:

Help your customers unlock the potential of their purchase. Below are two article links highlighting why major supply chain partners believe in the genetic merit of cattle enrolled in AngusLink.

*Share these links via email, social media, or even text with your customers.
Read the information for yourself to deepen your understanding of
AngusLinkSM tools and the benefits they bring to you and your customers.*

Access [the PDF version](#) to paste into your own newsletters.



Producers to be paid grid premiums for anguslink beef scores

New grid premiums based on genetic merit data to take effect in August and December 2024.



American Angus Association Partners with IMI Global

Strategic collaboration drives profitability for independent cattle producers.



Email Template

HOW TO USE THIS TOOL:

Connecting with your customers via email is a quick, no-cost way to start the conversation.

Copy and paste the text below into the body of an email or customize the language further to fit your style.

Looking for easy access? [Download the Microsoft Word version](#) of the email template.

Email Subject: Claim Your Competitive Edge with AngusLinkSM Programs!

Dear [Customer's Name],

I hope this message finds you well! We value your partnership and want to ensure you're getting the most out of your investment in our high-quality Angus genetics.

In a sea of black-hided cattle, it's often difficult for your buyers to differentiate premium Angus genetics. That's why we're excited to share about AngusLinkSM value-added programs, designed specifically to help your cattle stand out on sale day.

By validating breed makeup and quantifying genetic performance potential using the industry's largest genetic database, AngusLink's [AngusVerifiedSM](#) and the [Genetic Merit ScorecardSM](#) help you claim your competitive edge in the marketplace. We believe this program can help you market your cattle and put more dollars into your pocket when you sell your feeder calves.

As a valued customer, your feedback is important to us. If you're interested in having a conversation about how AngusLink programs can work for you, please feel to reach out or speak with a member of the [AngusLink team](#) at the American Angus Association at 816-383-5100. We're all here to help!

Thank you for your continued business, and we look forward to continuing to support your success.

Sincerely,

[Your Name]

[Your Ranch]

[Your Contact Information]

Customize the template further to fit your style or include some facts from the pre-sale speech cheat sheet!



Pre-Sale Speech Cheat Sheet

HOW TO USE THIS TOOL:

There's no better time than sale-day to have your buyers listening ear. Using the talking points below, help confirm your buyer's decision to invest in quality Angus genetics.

Consider adding a few (or all) of the bullets to your pre-sale speech. You can also weave these points into pre-sale conversations and buyer inquiry calls.

Looking to place ads and graphics into your catalog? Need a flyer to hand-out on saleday?

[Download these AngusLink salebook inserts here.](#)

- If you are here, you know there's value in registered Angus genetics. It's our goal to help you get the most out of every dollar you spend here on your Angus bulls.
- If you buy a registered Angus bull with us, we can help you do that with a program called AngusLink.
- In 2024, the average premium for AngusLink cattle was \$16.61/cwt. It's a program that's gaining momentum. Annual enrollments rose 76% to more than 274,000 head. And it's really getting the attention of buyers.
- It's an easy program to get involved with. The program is backed by the American Angus Association and IMI Global. There is no cost associated with it - the only cost is associated with the EID tag for Age and Source verification. You simply need to be sure and enroll 30 days before you sell your calves.
- If you are interested, there's an ad in the sale catalog that will point you to the AngusLink website.
- I've got some flyers you can pick up when you settle at the end of the day.
- You can visit with the Angus regional manager that's working the ring here today.
- As our customer, we want to help you in any way we can.

274,781

HEAD OF CATTLE ENROLLED

between September 2023 through October 2024

NO COST

associated with the
AngusVerifiedSM or
Genetic Merit ScorecardSM
programs.

\$16.61/CWT

AVERAGE WEIGHTED PREMIUMS

for cattle sold with

ANGUSLINK

claims in 2024



Questions?

SCAN THE QR CODE FOR MORE INFORMATION
or visit www.angus.org/anguslink



AngusLink value-added programs are administered in partnership with IMI Global.