



How To Seek A Buyer



Waukesha County youth work so hard all year long on their animal projects. The purpose of this flyer is to offer some suggestions and direction for soliciting buyers independently.

Who do I reach out to?

Here are some suggestions for anyone new to the Buyer outreach process.

- ★ Do you or your family know a business owner? Knowing someone closely gives you an advantage in your approach. It allows you to have more understanding of the status/success of their business and a connection that lends to relatable conversation.
- ★ Consider the people you already do business with. These may include your insurance agent, doctor, attorney, car dealer, mechanic shop owner, landscaping company, family accountant, or even your chiropractor. Any of these may be viable options to pursue.
- ★ In the past, some exhibitors put together a list of larger corporate companies in their areas (banks, manufacturers, realtors) and key contact people at those places by making cold calls to connect.
- ★ Many times exhibitors connect with Buyers that have bought from them in the past. If you may be seeking a contact of a past Buyer, please contact Sarah at the Fair Office at sarah@waukeshacountyfair.com.

How do I contact Potential Buyers?

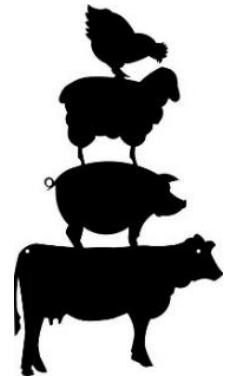
It is highly recommended to approach Buyers directly.

- ★ Phone calls or detailed, hand-written letters are much more personal and sincere than informal emails.
- ★ In-person contact is also a great option, if you feel comfortable to do so.
- ★ **FOLLOW-UP IS CRUCIAL!** KEEPING IN TOUCH WITH YOUR BUYER IS VERY IMPORTANT & A GREAT WAY TO BUILD RAPPORT.

What information do I share with a Buyer?

It is important to prepare talking points or work through an outline for any letter.

- ★ Who you are & where you're from. Be genuine and casual in your conversation or letter.
- ★ How you became involved in your service group. (Ex. 4-H, FFA, Breeders Association, etc.)
- ★ Why you became involved in your service group.
- ★ Why you chose to get involved in your animal species.
- ★ What you have learned about in your animal project.
- ★ What your successes have been within your animal project.
- ★ What your challenges have been within your animal project.
- ★ What your overall goals are within your animal project.
- ★ Emphasize to your Buyer that you are providing great quality, locally raised meat.
- ★ **WHAT YOU PLAN TO DO WITH THE MONEY RECEIVED FROM THE SALE OF YOUR ANIMAL.** (Ex. Education, Personal or Professional Development Opportunities, etc.)



Additional incentives to share with your Buyers:

- ★ Buyer Name/Business is highlighted on the Waukesha County Fair website.
- ★ Buyer Name/Business is showcased in the following year's Junior Livestock Auction brochure.
- ★ Automatically receives two complimentary adult admission tickets for the following year's Junior Livestock Auction.
- ★ Exclusive invitation to the following year's Junior Livestock Auction Pre-Reception.



What about a Processor?

GOOD NEWS: The Waukesha County Fair Livestock Committee has processors available for Waukesha County Fair market livestock animals that Buyers can send their animals to.

