

National Marketing Committee, by Sue Wilde

I had a conversation with a fellow llama breeder the other day and the topic was centered around how to attract new breeders into our “circle of trust” (just saw “Meet the Fockers”!). How do we do this since there is no longer a national marketing committee? AOBA, the national alpaca organization has some great marketing going and I have often seen ads on TV and in magazines enticing people to buy alpacas and be a part of the alpaca industry.

How are we getting the word out about how great llamas are? Without a national marketing campaign our regional associations and smaller clubs can help promote but WE as individuals are really the national marketing committee members.

Here are some tips from Carew International’s marketing mentor for the successful promoter:

1. Thirsty people are never satisfied with the status quo. They realize that when you stop getting better, you start getting worse. Decline is inevitable by the mere fact that you do nothing to improve. You have to constantly look for new ways to succeed. It’s a winner attitude.
2. Within all of us there is a tremendous capacity for greatness. Having it and using it are two different things. In the final analysis, you decide how successful you are going to be. You decided to be great!
3. In the future you will have to appeal to more people more rapidly in an ever-changing world if you want to compete in the contest to win. Never relax. Be ambitious. Everyday of your working life rededicate yourself to learning more and getting better. Become a luminary that people can

- come to for guidance and inspiration. It will give you a decided competitive advantage.
4. Use your uniqueness. What you do and how you do it is distinct and special. People are buying the conviction and passion for your cause that they see burning in your eyes. Let your example tell the whole story. Get them to want you first and what you are selling next. Be the benefit.
 5. We all need positive stress to challenge and stimulate us. Convert this stress into energy that you bring to the customer. Energy is infectious. It charges the atmosphere. It creates positive action. A person who is prepared shows his preparedness. A person who is confident brings confidence into the room. A person who is successful radiates success.
 6. The customer will be glad to see you if you are upbeat and excited. It helps lift everyone's spirits. A smile is an extension of the positive energy and optimism you have inside you. David Ross, volume buyer at LFA 2005, said that after years of showing in other livestock venues that he loves the llama industry because the people are so friendly and enthusiastic.
 7. Set the stage. Become an extension of your solutions. It's up to you to stimulate, activate and motivate. When the Legacy Llama sale was hosted year here in Alberta we, as consigners were always encouraged to bring some new people to the sale. The sales management advertised but we had a responsibility too. Hold onto an infectious belief in what you are selling and act out your excitement. Your enthusiasm will forge a valuable relationship with the customer. You will create a special connection. Whenever someone buys an animal from you or breeds to your male

or vice versa, there is now a connection that is hopefully positive and ongoing. It's up to you to make it that way. There are a lot of types of llamas to promote and a variety of activities and uses llamas lend themselves to very well. But the bottom line is that we are promoting llamas!! Two quotes I read recently lend themselves well to my point:

We could learn a lot from crayons. Some are sharp, some are pretty, some are dull, some have weird names, and all are different colors but they all exist very nicely in the same box.

Most of us go to our graves with our music inside us.

Let's get out and sing the praises of our llamas! Let's go out and make our own kind of music! We are the members of our national marketing committee, let's get results!