

The new sale committee met on 9/6/10, discussing a raft of initiatives for the September Bull Sale, one of these was to keep vendors informed in a timely manner & use email wherever possible.

Committee members are: Nicole Mills (chair), Trisha Purnell, Tracey Richards, Colleen Fricke, Bill Zahnleiter, Ken Rutherford (Board rep), Neil Donaldson, plus Agents.

This memo focuses on the issue of bringing potential buyers to “**Droughtmaster National**”

This is our sale “the vendors collectively” & it is up to us to ensure there is a full gallery of buyers if it is to be a success. The committee is setting an advertising platform based on “**Quality**” & the new direction the sale is taking to ensure growth, but it needs the help of every vendor. ***Your assistance is required in the following ways;***

- **Contact** your past buyers, ask, have their purchases met their expectations, invite them & prospective buyers to come & look at this year’s bulls. **Remember commercial buyers**, as they put the base in the sale! The few high priced stud bulls are just the cream in the sale for a limited number of vendors.
- **Advertise,**
 - ❖ **Digest Ads** are due (booking July 7, copy by July 9) & they are very good value. The Digest has a mail out of 3300 plus 500 giveaways.
 - ❖ **Country Life**, There will be no wrap this year, but with vendor support a much larger liftout is planned. The liftout is to be the main promotional vehicle for the sale.
 - ❖ For vendors with 3 bulls or less a **subsidized package** deal has been arranged so that for \$320 plus gst you receive your bull photos & description of your stud on the sale website plus an 8cm x 2 column ad in the QCL Lift out.
 - ❖ There will also be a **promotional subsidy** for the remaining vendors who lodge their bull photos & stud description on the sale website and take an ad in the QCL Lift Out. The level of subsidy will be advised in the near future.
 - ❖ **Internet**, Use the sale website, it generates tremendous activity from prospective buyers & many will decide their level of interest in the sale from the photos they see. The majority of your bulls should have a quality photo displayed if you are a serious vendor. For Non QCL liftout advertisers, for \$55 per draft, photos of each of your bulls will be displayed in lot order, together with a description of your stud.
 - ❖ **Photos** need to be good, sun on your back, between 7-10am or late afternoon, standing roughly square to bull’s shoulder, preferable that bull has head up, ears pricked, & nearest side hind leg slightly back compared to the other. **(Not having a photo is better than a poor photo** which can do more harm than good & can have lasting memories!) Further photo advice can be sought from the Society Office.

Radio & TV advertising is also being prepared along with posters & flyers.

If you received this memo in the post it is because the committee was unable to email, a future email address would ensure you receive up to the minute information & also assist the committee.

Any ideas or ability you may have in assisting in **our sales success** would be greatly appreciated by the committee

Droughtmaster National Committee