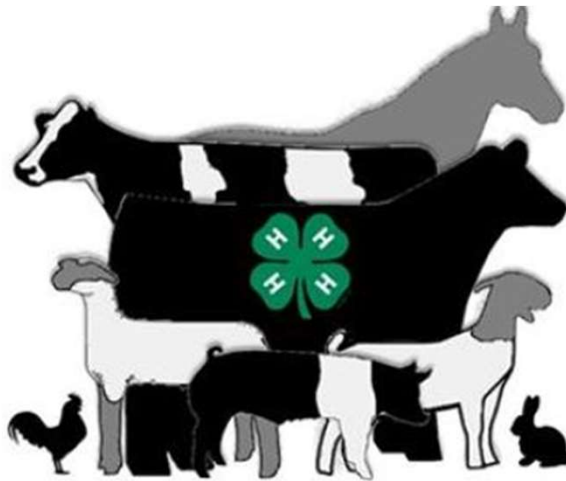


Junior Livestock Sale Clinic 2024

Presented by El Paso Junior Livestock Sale Committee



El Paso County Junior Livestock Sale Committee

- Where to find us: www.epcjrLivestockSale.com
- Info for:
 - Buyers
 - Exhibitors
 - Sponsors
 - P4HO



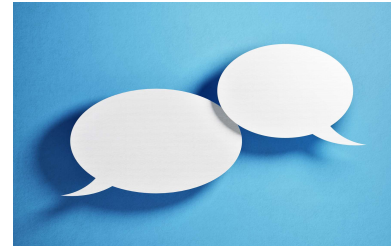
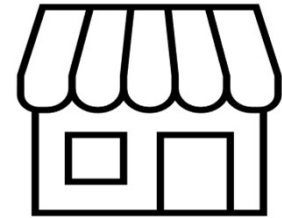
BUYER NETWORKING...prior to Fair



- Buyer Interaction
 - Who Are Potential Buyers
 - Last Years Buyers
 - Your Feed Store
 - Your Insurance Agent
 - Your Dentist
 - Your Bank
 - Car Dealerships
 - Family and Friends
 - Local Contractors
 - ANY AND EVERYBODY

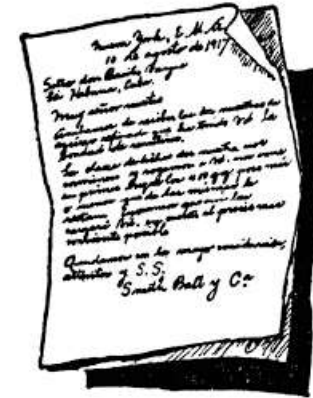
What should you do?

- Visit local businesses and potential buyers you have identified
- Write buyer letters
- Talking points for conversations or letters:
 - Name
 - Project
 - Years in 4-H or FFA
 - Information about your project
 - Why you chose the project
 - What you are learning
 - Benefits of home raised meat
 - Your future plans
 - Pictures
 - Make sure to include Sale Information
 - Date
 - Time
 - Location
 - Benefits of supporting 4-H and FFA
 - Where to get more information: www.epcjrLivestockSale.com



Buyer Letters Continued...

- Opening- your introduction
- Body-your project story
 - What projects are you taking
 - What you learned/accomplishments
 - Why they should bid
 - Goals for your project
- Hook-Sale info, request presence
- Conclusion-Thank you for support and hope to see them in July

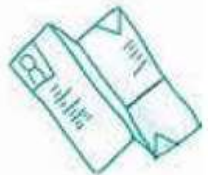
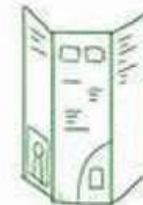


- Business Format
- Addressed to manager or person responsible for purchasing at sale
- Personalized
- Signature
- PROOF-READ

Buyer Packet...

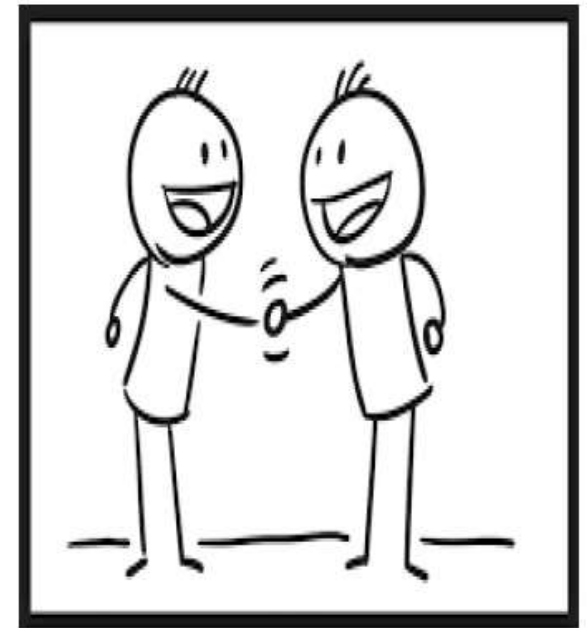
what to mail or take to prospective buyers

- Buyer Letter
- How to purchase an animal –
 - Brochure available on Buyer Page of Sale website:
www.epcjrLivestockSale.com
- Processor Information
 - What cuts of meat will I get as a buyer
- Fair Pass
- Directions to Fairgrounds



Personal Visits...

- Scheduling Appointments vs. Dropping in
- Dress for Success
- The Pitch...Share your story
- Present buyer packet
- Shake hands and show appreciation at end of visit
- Remember YOU are always “selling” yourself and the 4-H and FFA Program



IT'S SALE TIME!!!

- Again, Appearance Matters:
 - Personal Appearance
 - Animal Appearance
 - Stall Appearance
- Convey Confidence
- Smile
- HAVE FUN



Buyer Baskets and More...



- Buyer Information Sheet
- Token of Appreciation
- Still your Project until Loaded

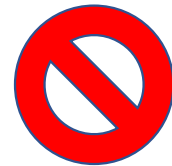
Thank You... Thank You ...Thank You...

What should you do?



- Use a card that fits your style
- Create a rough draft
- Handwritten
- Identify the act of kindness
- Be sincere
- PROOF READ

What should you not do?



- Over Embellish
- Mention a monetary amount
- Wait too long

Thank You Notes Continued...

- Greeting
 - Express Gratitude
 - Generosity and Support
 - Information on what you learned
 - Plans for the money
 - Closing
- Business Format
 - Addressed to purchaser
 - Personalized
 - Signature
 - PROOF READ

****See separate Thank You Card Format Guidance included in Sale Packet or on website**

****Must be turned into Sale Committee before can receive Sale proceeds check**



OTHER SALE RELATED INFORMATION



GENERAL-PHOTO-ONLINE LIABILITY RELEASES

- Forms will be sent out via DocuSign
 - Parent/Guardian must complete, unless exhibitor is 18 years old
- Must be completed before your Sales Release form will be accepted

STOCKSHOWAUCTIONS.COM PROFILE

- **StockShowAuctions.com** is an online sale company that will provide for online auction style bidding in conjunction with and simultaneous with the live auction.
- As part of the online platform, exhibitors are allowed to customize a sale page specific to their project.

Instructions for Creating an Exhibitor Profile

- Go to stockshowauctions.com
- Returning members can use the same username and password as last year.
- New members need to Click on “Register.”
 - For Portal Instructions:
 - Click on the “Exhibitors” Tab
 - Click on “Exhibitor Instructions” for detailed information on how to register and enter your lot. Be sure to select El Paso County Junior Livestock Sale – CO Start Date 07/20/2024
 - There is also an Instructional Video

Check out the profiles from some of the prior auctions and evaluate approaches that appear to have provided successful results.

Stockshowauctions.com Profile continued.....

- Information necessary to complete the Exhibitor Sale Page:
 - **Exhibitor Name:**
 - **Exhibitor 4-H Club or FFA Chapter:**
 - **Market Project:**
 - **Other Field information:**
 - Tag Number
 - County: Will be El Paso
 - City
 - Animal Weight: Later use-will be the final Show Weight and entered by the Sale Committee
 - Date of Weight: Later use-will be entered by the Sale Committee
 - Type of Sale: Will be “Terminal”
 - Starting Bid: **Do not complete**, this will be the buyback price and entered by the Sale Committee
 - Reserve: Do NOT use
 - **Description area—suggested topics to cover:**
 - Name of animal
 - Breed of animal
 - Number of Years in the 4-H/FFA Project
 - Favorite Part of Project
 - Educational value you have gained through the project or 4H/FFA
 - Something unique about you
 - **Topics to avoid:**
 - Your age, address, school attended, and/or personal information
- **Your Stockshowauctions.com profile must be complete before your Sales Release form will be accepted**

SALE RELEASE FORMS



- Completed during Fair week
- Designates the market animal the Exhibitor wishes to consign to the Sale
- Defines the terms and conditions of participating in the Sale and requests, if applicable, any Loan Servicing Provider information
- Requests you provide two brief items that you are willing to allow announcers to share with prospective buyers when you are bringing your animal into or while you are in the sale ring
 - Examples are provided on the form and should **not** address any personal or financial hardship, ask for donations, or indicate any sort of “premium” is attached to the purchase of the animal
- Provides a Continuous Country of Origin Declaration

FINAL DEADLINE FOR SALE RELEASE FORMS IS BASED ON THE DATE OF THE EXHIBITOR’S LAST MARKET SHOW. PLEASE REFER TO THE TABLE PROVIDED IN THE EL PASO COUNTY JUNIOR LIVESTOCK SALE RULES

FORM W-9

- Form will be included with Sale Packet
- **MUST be completed, signed, and returned with your Sale Release Form**
- Provides and certifies your taxpayer identification number (social security number)
- Do **NOT** email the completed form containing your social security number over the internet
- Detailed instructions for completing the form, if needed, can be found at <https://www.irs.gov/forms-pubs/about-form-w-9>

Questions???



Thank You for Attending!!!

 [epcjlivestocksale](#)
 [@epcjlivestocksale](#)
 epcojrlivestocksalecommittee@gmail.com

