



CAB Corner on Quality
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Who is your final sales rep?

By Deanna Walenciak, CAB Sales Marketing Director

You are focused on raising a high-quality product. From selecting the right bulls, to clearly defined genetic goals and a detailed health program for new calves, every detail is covered. You have a plan that is aimed at delivering consumers an exceptional eating experience.

With all the hard work you have invested, have you thought about who represents your cattle to the next customer? Do they know what makes your cattle better than average, and well worth a premium price? Those questions continue all the way to the consumer: “Is there really a difference between this *Certified Angus Beef*[®] (CAB[®]) steak and the lower priced steak?” Who answers the question?

People who sell meat and meals are your final sales reps. Maybe you wonder how they know enough to explain why the CAB steak is worth an extra 50 cents per pound.

The nineteen-year old working the meat counter or the college student waiting tables may not be able to tell the story of your personal investment. Yet, they still are your final salespersons, the point of contact with the consumer. That’s where CAB steps in with training resources to help them answer consumer questions and make the sale.

Licensed CAB restaurants and grocery stores differentiate based on product quality and service. They strive to be known as the beef experts. In August 2005, CAB launched a comprehensive, computer-based training program for retail associates that gives their staff the confidence and knowledge they need. Imagine the potential if every meat department associate could answer...

- What is the *Certified Angus Beef*[®] brand?
- Are all Angus brands the same?
- What makes *Certified Angus Beef*[®] brand taste great?
- Is there really a difference?
- Does it cost more?

Grocery stores throughout the world are embracing the new training tool, available in both English and Spanish. Many are taking advantage of the opportunity to be the true meat experts. Store managers for Price Chopper, which operates more than 100 retail markets in the New England states, spent a day at Trowbridge Farms, Ghent, N.Y. Interactive sessions included cattle production, the science behind CAB specifications—and photo ops with an Angus bull. Each meat manager left with a first-hand ranch experience, enthusiasm for the beef you produce and a computer-based training program to share with every meat department employee.

Service counts in the restaurant world. Research shows the top reason customers turn away is an attitude of indifference on the part of employees. Deciding to serve a high-quality product like the CAB brand is just the first step. Restaurateurs must educate their staff so that they understand menu offerings and can engage customers.

CAB is launching a new waitstaff training program that includes a video with key points about the brand. The video answers the common waitstaff question, “What’s in it for me?” It shows how product knowledge and suggestions lead to more tips and cash.

For restaurants seeking more in-depth knowledge, a longer video is available. A new training Website includes detailed answers to the most common questions on hormones and antibiotic usage. An interactive product section shows where each cut comes from on the animal. Knowledge is power.

Saltgrass Steak House, with 34 locations in Texas, Colorado and Louisiana, takes its training program beyond the standard resources. CAB brand specifications are part of each new employee orientation. The Saltgrass management team recently spent a day at Texas A&M University learning about beef cattle production and meat fabrication.

Through education and effective resources, we can prepare your final salesperson to do justice to your work. It’s a challenge we must conquer. The stakes are high. You’ve invested in raising a superior product. We are investing in training those who represent the last link in the beef chain. They will be ready when the consumer asks a question and prepares to buy.

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