



Senior Sales Talk Scenario

You have been contacted by a cattle producer in the Sandhills of Nebraska about providing bulls for his commercial cow herd. He currently is running 100 primarily Red Angus commercial females and is exploring using Limousin or Lim-Flex® genetics. This producer wants to add pounds to his calves, while improving his dressing percentage and lowering his Yield Grade. “Sell” this progressive producer on the benefits of Limousin influence, and how the Limousin breed can expand his profitability.