

ABS SPIN Questions for GENEadvance

1. Situation questions (don't overuse these) Fact finders that lead you to Problem questions.

General question – What types of cows seem to work best in your dairy?

General question – Why do cows leave the dairy?

GENEadvance – What traits do you select for that have the greatest impact on the longevity/productivity of your cows?

GENEadvance – What areas of your herd's performance could improve with better genetics?

GENEadvance – How do you make your breeding decisions today?

GENEadvance – Do you have plans to grow or change your facilities in the next 5 years?

GENEadvance – How do you get paid for your milk?

GENEadvance – Are you currently utilizing genomic testing?

2. Problem questions – Look for imperfections, concerns, problems, difficulties, dissatisfactions

General question – What are the 1 or 2 biggest challenges you face with your dairy?

General question – How happy are you with your repro performance?

General question – Are your cows big enough, too big or the right size for your facility?

GENEadvance – When you think about the performance of your cows, are they limited by production traits, health traits or type traits?

GENEadvance – How concerned are you that your current genetic plan is producing the best possible results?

GENEadvance – Would you be concerned to learn that 25-30% of the breedings in your current sexed and beef strategy are potentially mated to the incorrect sire?

3. Implication questions – Takes root problem and moves it into future to show consequences they realize.

General question – Is this something you can live with, or do you want to fix it?

General question – What effect does that problem have on your efficiency?...profitability?

General question – Could that lead to added costs?

GENEadvance – How much do you think that genetics impacts the performance difference between your top cows and bottom cows?

GENEadvance – If you don't adopt a targeted genetic plan, what do you think is going to happen? Is that something you can live with?

GENEadvance – Since replacement heifers are so expensive to raise, would it make sense to only invest in those that have the greatest chance of being long-lasting, profitable cows in your herd?

GENEadvance – Do you believe that a custom index designed to meet your goals would result in faster genetic improvement for your dairy than using a standard, industry index?

Let me summarize back what I just heard....

4. Needs Payoff questions – If you had our X solution, how could things be better? Value creation.

General question – If you could improve _____, what would it be worth to your dairy?

General question – How would making that change impact you and your business?

General question – Where would you like to go from here? (moves them from wish washy/Continuation to Advance)

GENEadvance – If ABS could help you build a comprehensive genetic plan focused on your milk market, your facilities and your management, what additional profit could that mean for your business each year?

GENEadvance – If you only raised the right number of high quality, genetically superior heifers and took advantage of the strong market for ABS beef cross calves, what would that be worth to you?