



**For Immediate Release**  
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## **BROWN PROVIDES DAIRY INDUSTRY REPRESENTATIVES COMMUNICATION TIPS FOR CHALLENGING TIMES**

**HARRISBURG** – Dairy sales and service representatives learned ways to enhance communication with their dairy farm customers and clients during challenging times. Led by Jolene Brown, a nationally-known public speaker, the workshops were a part of the April round of Dairy Advocacy and Resource Team, or DART, meetings hosted by the Center for Dairy Excellence.

“A customer must buy you before they buy from you,” Brown told the 150 participants at the Lancaster, State College and Meadville meetings. “You may have exactly what they need, but if they are not willing to listen to what you have to offer, it is of no value to them.”

Brown discussed how communications preferences differ by generation, with “veterans” (born 1922 – 1945) valuing good manners, consistency and loyalty, while “Gen-Xers” (born 1965 – 1980) want honesty and to know the expected results.

“When you visit a customer or client, remember their generational profile influences their behavior and choices,” Brown said.

Brown also encouraged participants to help their customers and clients develop an outline to help improve productivity of farm meetings.

“If they have a complete outline itemizing every aspect of farm management, then discussion topics can be clearly marked,” she said. “Everyone will know the purpose of the meeting up front and what the expectations of that meeting are.”

Brown added that “no matter what size operation they have or what their generational preferences are, your customers expect you to demonstrate professionalism, provide hope and solutions, answer



their questions, and plan follow-up after the meeting. They want you to be inclusive and give appreciation when appropriate, along with humor, conversation and levity.”

Following Brown’s workshop, DART participants learned more about best practice strategies for facilitating dairy profit teams. Penn State Extension Educator Brian Kelly, Monsanto Crop Advisor Dan Gard and Center for Dairy Excellence Executive Director John Frey led the discussions.

For more information about the April DART meetings, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org). Click on “Industry Representatives,” then on “See DART meeting summary.” Or call the Center for Dairy Excellence at 717-346-0849 for more information.

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*The Center for Dairy Excellence is an initiative of the Department of Agriculture and was launched in January 2004 by Governor Edward G. Rendell. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center’s mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more about the Center at [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).*