



School's out but the Mastermind learning continues

How KLR Marketing graduates are teaming up and reaping rewards.

BY AMY LAWSON

WHILE the livestock industry's majority are still yet to discover the philosophy, nearly 300 KLR Marketing School graduates have forged a unique relationship to further hone their livestock marketing skills.

They form part of the livestock marketing organisation's Mastermind group, comprising graduates from around the country who are working together to maximise profit from the industry.

More than 1400 people from about 700 grazing businesses have experienced the popular KLR Marketing School, with the first ever Victorian school to be held at Bendigo in March.

Many graduates had come away from the two-day school with the tools to practise their new-found knowledge, but sought further support, mentoring, and company from their peers to really sharpen their skills.

Along came the Mastermind group in August, 2007.

Mastermind members gained access to KLR Marketing's popular 30-second market reports, which used the unique KLR format to concisely relay results from 48 cattle and sheep sales each week.

They had access to 19 dynamic online calculators to help determine cost of carry on every trade and for breeding stock as well.

Other inclusions were teleconference calls, more than 20 hours of archived tele-calls, periodic email newsletters, group tele-coaching calls, access to other KLR Mastermind members, an online classifieds area for agistment and livestock, exclusive members-only discussion forum, and reduced fees for repeating the KLR Marketing School.

It's been two years in the pipeline but KLR Marketing made its stamp on Roma, Queensland, in January, with 30-second reports now being produced for what is the country's largest cattle selling centre and market benchmark.

Cyril Close is the director of Roma livestock agency TopX, and after attending a KLR Marketing School two years ago he was quick to sign up for Mastermind.

"I've got a lot of clients who trade a lot of cattle," he said.

"I had my ways and means of doing things but I thought I'd further my education about other alternatives available for marketing livestock.

"I went in not knowing what to expect and I was more than surprised to have found it very informative, and I've recommended it to quite a few of our clients since."

Cyril took away a clear formula for livestock trading success and joined the Mastermind group to keep in touch with like-minded people, benefiting greatly from the regular emails and

30-second reports.

He was particularly pleased that 30-second reports were now developed for Roma sales.

Saleyards Association of Queensland president, James Stinson, 'Moonya', Roma, attended a Roma KLR Marketing School in June last year.

"I felt as a livestock producer I needed to gain a better understanding of livestock marketing instead of relying wholly and solely on my livestock agent," he said.

"I went with my wife and livestock agent and we found the course challenged the traditional mindset of livestock marketing.

"As beef or meat producers, we need to use the theory of sell/buy as opposed to buy/sell, and if I were a breeder—as I used to be—this course would make me consider all classes of livestock at selling time for whether they were underpriced or overpriced, not just the ones we usually sell at that time of year.

"What the course really reinforced to me was the importance of determining cost of carry on the basis of cost per kilogram of weight gained."

KLR Marketing partner, Grahame Rees, Bathurst, NSW, said the Mastermind group comprised members from every state of Australia and even included people from Canada and South Africa.

"We started the KLR Mastermind group in response to demand from school graduates and it's taken off from there," he said.

"Members get a lot from the training, mentoring and quality speakers we bring in for our teleconferences and CDs."

Grahame said profit calculators helped users determine their cost of carry and the profitability of a particular trade on offer.

"Knowing this information is critical because we operate in the commodity arena and the only thing we have control over is our costs," he said.

"We use our known costs as a yardstick for comparing available profit from different trades, while factoring in the

amount of grass and capital required to complete the trade.

"Livestock trading based on emotion is bound to fail yet so many of us conduct ourselves in an emotion-riddled arena without any real tools to guide their decision-making.

"KLR Marketing and the additional tools provided through the Mastermind group help remove emotion from the equation and provide a framework for sensible judgement to profit."

KLR Marketing was the brainchild of three current and former livestock graziers: Rod Knight, 'Kooramilla', Tamworth, NSW; Jim Lindsay, 'Landsborough Downs', Hughenden, Queensland; and Grahame.

Jim looked forward to meeting producers at upcoming KLR Marketing Schools at Charters Towers, Queensland, on April 20 and 21, and Roma on April 27 and 28.

He said the Mastermind group provided crucial back-up support for those learning the KLR system, and the recent addition of Roma 30-second market reports would be a big help to members.

"I don't think there are many of us, including myself, who can enter a system that requires so much change and thinking and can get to an acceptable level without some further support or coaching," he said.

"Most things that are good in business require a lot of focus and commitment, and if it was easy to do, then everyone would be doing it, so back-up is required.

"This is why Mastermind was created and we've identified the precise areas people need further assistance with to develop the Mastermind framework." ■

For more information and to order a free information pack including a one-hour interview on CD about the KLR Marketing School, visit www.klrmktg.com.au.

Alternatively, phone Grahame Rees on 0428 953 925.