

to hang around the barn waiting for the phone to ring. Instead, wait to place the ad until after you come home from vacation. People who have decided they are going to buy a horse usually want to take immediate action. If you are not around they will most likely move on to another seller.

Think about questions the potential buyer might ask, and have some answers ready. What types of questions do you ask when you buy a horse? Chances are you'll be on the receiving end of many of those questions. At the very least, have all your horse's details on a sheet of paper by the phone—things such as height, age, parentage, color, ability, experience, etc., as well as words that best describe the horse's personality and temperament—so that if your mind goes blank you can refer to it. Potential buyers want to hear confidence in the voices of sellers. If a buyer asks you "What's your horse's personality like?" they don't want to hear a 30-second pause while you mull it over! But a snappy "He's a real gentleman and is very willing, but has a great sense of humor and is very spunky" is sure to interest a buyer.

Be flexible and available. Like we mentioned before, don't place your ad right before you go on vacation. And when you do place your ad, make sure your schedule is not so full that you won't be able to show your horse to interested buyers. If a buyer calls on a Tuesday, making them wait until the weekend to see the horse might be too late. Be around. Be flexible.

Be honest. Misrepresenting your horse—either on the phone or in an advertisement—just wastes everyone's time, including your own. You also want to find the right buyer, and that will be next to impossible if you are not truthful about the horse's positives and negatives.

Be friendly, but remember the goal is to sell your horse. Answer all the questions the buyer poses, but if you get the sense they are not serious buyers, don't hang out with them all day. That's precious time you could be spending with someone who is truly interested in the horse.

Be fair. Don't sell your horse to someone unsuitable. It's not fair to the horse or the new owner. If you are having trouble determining whether your horse is suitable for an interested buyer, enlist the help of a professional.

Presenting Your Horse to the Public

Now that you've figured out what you have in the barn, it's time to convey that to your target audience. This is where advertising comes in! Advertising is so much more than calling up the classified section of the local paper and putting in a blah description of your horse. Advertising—and how well you do it—is what will make your phone ring and keep potential buyers flocking to your barn.

Just think of your advertising as the shop window. It must be arranged correctly and appeal to the target audience, or they aren't going to get any further than giving it a quick glance. You want the advertisement to be exciting and

The above is an excerpt from

“Selling Your Horse 101”.

You may purchase the entire ebook at

www.my-horse-sense.com.