

PERFORMANCE HORSE: SELECTION, TRAINING, MARKETING AND SALES

Training: Task Completion	Selection, Marketing and Sales
1 = Very Poor 2 = Poor 3 = Fair 4 = Good 5 = Excellent	1 = Very Poor 2 = Poor 3 = Fair 4 = Good 5 = Excellent
1) Horse Sale Business Plan -3 -2 -1 0 +1 +2 +3	1) Confirmation/ Soundness -3 -2 -1 0 +1 +2 +3
2) Monthly Budget and Year Long Financial Plan -3 -2 -1 0 +1 +2 +3	2) Papers/ Pedigree -3 -2 -1 0 +1 +2 +3
3) Horse Sale Entry & Fees Check List _____	3) Eye Appeal/ Color -3 -2 -1 0 +1 +2 +3
4) Pictures, Video, Catalog Write Up Check List _____	4) Sex (Mare, <u>Gelding</u>, Stud) -3 -2 -1 0 +1 +2 +3
5) Health, Coggins, Brand Inspection Check List _____	5) Body Condition (Main & Tail) -3 -2 -1 0 +1 +2 +3
6) Transportation Check List _____	6) Marketing (Videos, Picture) -3 -2 -1 0 +1 +2 +3
7) Tack & Supplies (Horse Needs for Sale) Check List _____	7) Reputation (Satisfied Customers) -3 -2 -1 0 +1 +2 +3
8) Personal Effects (What you need for trip) Check List _____	8) Training Trifecta (Task Comp., Temp. Found.) -3 -2 -1 0 +1 +2 +3

Section, Marketing and Sales Checklist (\$10,000)