



RADIO

flier

Representative And Distributor Information Online

SALES MOTIVATOR!

From Ron Fleitz

Use the Holiday Time to “Re-Set” for 2007!

I know all of you are in the rush to finish holiday shopping, start Holiday shopping, attend parties, celebrate religious traditions and getting ready to visit family or entertain them at your place. Doesn't it seem like everything for the whole year comes together for these next few weeks?

Well, at the end of these few weeks is a wonder we call New Years Day. And on the day after is when we all start trying to hit projections for 2007.

Don't spend your whole week on this, but at least schedule one day between Christmas and New Years as a “re-set” for the new year. I always like to go through the files at this time to delete unnecessary items, reorganize my desk (for the 35th year now), set the important dates in my calendar, add all those addresses to names in my Treo (I have been meaning to do for months), make adjustments to my everyday living etc. I'll even have to set the social items to make sure they too have some precedence in my life.

*It's your opportunity to do the same. Why not pull out the old phone book and look for every possible new account you can find. Look up listings you have researched before and I'll bet you will find some new prospects. Go through your files, see if you have been using your daily planner well, dust off old catalogs and take a look, **call to order the new catalogs from DUKAL, MABIS/DMI, OMNI International & SKLAR** and check to see if your samples are up to date. You should also re-evaluate your daily call patterns to make sure you are conserving as much fuel as possible and saving necessary time to build more prospects into your call cycle.*

Oh, there are millions of things you can do in that one day. The most rewarding would be to find the accounts that you didn't know existed and add them to your territory visits. You need to increase your number of prospects, sales calls, and same customer business while assisting your company by increasing order sizes, encouraging more timely receivables, focusing on more equipment sales, supply sales, leasing, and, and, and, and..... Well I guess you know you have a whole year's worth of work ahead. Take at least one day though to focus on how YOU can better help You and Your company!

Happy Selling! Ron

Quote of the Issue:

“ Many times, the best way to learn is through mistakes. A fear of making mistakes can bring individuals to a standstill, to a dead center. Fear is the wicked wand that transforms human beings into vegetables”.

*George Brown
Canadian Journalist*

Manager's Thoughts

“ You have to look at leadership through the eyes of the followers and you have to live the message”.

**Anita Roddick,
Founder, The Body Shop**

Something to Think About!

***ARE YOU READY FOR 2007**

***DO YOU THINK YOUR COMPETITOR IS?**

Join many other dealers and sign your sales team up for *RADIO flier*. Send a list requesting it to:

rfleitz@FMAinc.net.

It's FREE! As always, You have our thanks in advance.

RADIO flier is a communication

of: Fleitz Marketing Associates, Inc.
1815 Hidden Ridge Circle
Mt. Juliet, TN 37122

615-773-7241 Office - 615-479-3453 Cell

www.FMAinc.net

Copyright 2006 FMA Inc.

All Rights Reserved

RADIO flier UPDATE!

The December 4th issue of RADIO flier had several "hiccups". Some of you may have received the issue twice. That was due to the fact the server we have been using is not big enough for our fast growing e-mail list and some lists needed to be re-sent. We apologize for the problems.

Effective in early 2007, we will be using a new server which will accommodate the large and fast growing RADIO flier distribution list. If you have trouble reading this issue, e-mail us and we'll resend it to you in a PDF format. We appreciate your patience.

If you did not receive the December 4th issue (#9) drop us an e-mail and we'll resend it to you.

A Product Thought for the New Year!

Let's say you did spend a few minutes on that day I spoke about on page one and were looking for a product to promote. What about gloves? I know your first thought is...you've got to be kidding. And your second thought is Fleitz needs to spend that "day" with the shrink. In all actuality, not really. You see our friends at Omni International have many areas to sell gloves and the right gloves for the respective area. I bet many of you don't realize even half of the following areas of glove usage.

*BEAUTY SALONS - CLEANING, JAN-SAN—DENTAL—FOOD SERVICE & PROCESSING—
GOVERNMENT SECTORS (city, county, state, federal departments, police, fire, toll booths, schools, to name a few) - COLLEGES, SPORTS TEAMS— LABORATORIES - RESEARCH AND DEVELOPMENT
SECTOR—MANUFACTURING— MECHANICS—PRINTING—PHARMACEUTICAL— VETERINARY—
HOMELESS SHELTERS—FREE CLINICS— OF COURSE MEDICAL TOO— and there are even more!*

*For the many of you whose company already sells the gloves from Omni International, you know where the information is available on where to sell and what to sell. For anyone who doesn't, Omni International has the most complete book on glove sales that I have ever seen. It is the "**Glove Answer Book**" with "Frequently Asked Questions", a 16 page glossary with the definitions of any word you may be asked regarding gloves and a whole bunch more. It literally makes you a Glove Pro.*

*You have more places to sell, and the gloves to present. As an Omni International glove distributor, you also have most of the answers too. In a future RADIO flier, we'll break down the list shown above and tell you the appropriate glove product to present. Better yet, contact **Omni International (888-999-6664)** for a sales rep to stop by and learn more about it yourself. Have a **SUPER SALES DAY!***

All of us would like to take a moment to wish you and yours, from us and ours, a very blessed Christmas. Happy Hanukkah and wonderful Holiday Season. May 2007 bring you health, happiness and all the love this season can bring. Thanks for all the support you gave us in 2006 We look forward to helping you far surpass your goals for 2007 and beyond. Just give us a call. FMA-Your Distribution Solution! 615-773-7241 Have a terrific week and Holiday!