



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

Several Advantages of Cold Call Selling!

I know I spent a good bit of time on cold calling last year. I really feel it is very important. You can't grow in your territory without it. Cold calling definitely has profitable results for any sales professional. These benefits are far and above increased sales and commissions. Actually, it helps you achieve those goals.

- **It's your greatest source for new business!** *Were you really thinking that Nancy's Nursing Care, Physicians Associates or Southtown Urgent Care are simply going to call you someday and say... "Congratulations, we are now giving YOU all our business"!*
- **Cold Calling can provide hidden objections your traditional customers are hesitant to tell you.** *How many times have you held back the truth not to hurt someone's feelings who is trying to sell you something? The vacuum cleaner sales man can give you plenty of opportunities for objections. But if you know him or her, you will probably just be nice and defer to the "we'll put it in our budget for next year" comment.*
- **Cold calling always puts you in a new or different situation which allows you to meet new people.** *Don't tell me you love sales and still enjoy the old "same old, same old"? How boring can that be? Every time you make a cold call, you enter into the "scare zone" as some of you might say. However, for those other's of us, it is the "exciting, opportunity zone". Obviously every call is different, and every person you meet will speak differently. What a challenge to bring the "scare zone" over to the "exciting opportunity zone". We've all been there. Successful reps thrive on this exciting phenomenon.*
- **It keeps you tough and fit for anything!** *I can't think of a better way to learn stronger responses to customer objections. Far better than having your existing customers push away the purchase you have worked so diligently on becoming a sale! That in it's own right should help you sell much more equipment (and supplies too)! Excelling at cold calling also enables you to form a stronger defense when that existing customer is considering buying from a competitor.*

*How many cold calls are you going to make today? **Happy Selling! Ron***

Quote of the Issue:

"The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it."

**Elbert Hubbard
American Editor/
Writer**

Manager's Thoughts

"I don't look to jump over 7 foot bars: I look around for 1 foot bars that I can step over."

**Warren Buffet,
Chairman,
Berkshire Hathaway**

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Check your mail for a new product announcement from Fleitz Marketing and Cole Taylor Marketing on the new 10 SG Urine Test Strip. It's a product worth requesting the free sample offered! If you would like a sample (or didn't get the mailing) e-mail rfleitz@FMAinc.net.

From the 12/4 RADIO flier issue...We announced MABIS Healthcare had a new product that is of far more interest than you might think. It's their new Margo Moo Nebulizer for kids. **Margo Moo may be for You!**

Right off the bat, you may be thinking "But we don't sell into home health." I'll pass along that good old Margo is selling quite well into pediatric practices in many areas. (Oh, you didn't think of that one, did you?). Now, maybe you better take a look at what you are missing.

Just like in orthopedics, many physician practices are looking for products to pass on to the patient. Think of Margo Moo and other MABIS nebulizers for other practices. It's another great sales opportunity to grow your 2007 numbers. **And don't forget about all those great Mabis stethoscopes and sphygmomanometers too! Call MABIS Healthcare at 800-728-6811 TODAY!**

Another Product Thought for the New Year!

As the new year progresses, why not start it off with a new opportunity. I formerly mentioned Sklar Sterile Trays in a RADIO flier to many of your liking. That drew a lot of attention toward these products. Quite simply, these are custom sterile procedure trays for your customer.

Many of you currently sell suture removal, incision and drainage, and minor laceration trays. The trays you are generally accustomed to have either plastic or those "wire" instruments. Sklar uses only quality sterile surgical instruments: traditional scissors, hemostats, etc. You can bet they are popular! Once a customer sees the quality of a Sklar sterile tray you present them, they will never go back to the other product.

Why you say? It's because Sklar now produces their own trays at their state of the art plant in Salisbury, MD. where sterilization is done ON SITE. They control the whole picture. A random sampling of trays that are available include minor surgery trays, major laceration trays, facial laceration, wound closure, cut down, debridement, amniocentesis, ultrasound, hysterosalpingogram, c-section, nerve block and many other choices.

Take it a step further with your own XYZ Medical, Dr. John Smith Eye Tray for use in his outpatient surgery center. That's right, now you can customize for your favorite physicians.

If I were selling products today, I would be ecstatic that traditional options are really available. **Contact Bob Shaheen at Sklar (800-221-2166)** and get the new sterile tray and sterile instrument catalog ASAP. Many in the market need you to present— and make them aware! While you are at it, I would ask Bob about Sklar's complete line of instrument sterilization, cleaning and disinfecting products. Make 2007 stronger and more profitable with Sklar Sterile Procedure Trays. **Have a Super Sales Day!**

Thanks for taking a moment to read RADIO flier. We hope 2007 will be your best year ever! Let us help you far surpass your goals. Just give us a call. FMA-Your Distribution Solution! Have a terrific week and New Year!