



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

Several Ways to Plan that Cold Call! After the last issue, several of you wonderful readers suggested I add a few comments on planning that all important cold call. I thank you for your input and will take a stab at - "planning".

Setting up the Cold call is imperative. Do you have the following: 1. Calling Cards, 2. A piece of COMPANY Literature, 3. Dress Clothes, 4. A smile, 5. Confidence, 6. Your goals in mind, 7. The complete knowledge of all your company's services and benefits, **AND 8. Have you anticipated every objection and practiced how to overcome them with yourself, an associate, family member or perhaps your manager? Unless you excel at #8 (above) you will probably fail halfway through the first step (BELOW) and burn your opportunities for that account until the next gatekeeper is hired!**

- Before you sell the company to your client you must **SELL YOURSELF** to them. That means YOU, freshly groomed, professionally dressed, keeping accessories and/or "attention getters" to a bare minimum. Conservative is COOL at this step. Let them remember you for your company and products... not wacky hair or social attire. You must also be stable emotionally. That means be confident, show enthusiasm and stay relaxed. And YES, they must like you to get to the next step.
- Since your first minute is so critical, you need to **present a reason** in your first comments (to give you a few minutes more) i.e.: Appeal to her/his curiosity, offer a service or promise a benefit. You are buying time to go on to these steps.
- Now, **try talking about Benefits, not products.** They can buy products from anyone. Only **YOU** can describe the benefits **YOU** have, that **THEY** want. Is it performance, delivery, customer service, proprietary products only you carry, your call pattern, your 1972 Chevy Nova? You know, be congenial, but certain in describing the benefits of buying from you and your company.
- **Sell Visually**— Have a piece of literature from your company describing your company, or proprietary services and/or products you sell. Like all of us, we can get bored "quick" unless we see "something".

Unless they welcome you with open arms (check their credit fast), the only CLOSE you want is the opportunity to start visiting them on a regular (and stay regular) basis. Believe me, if you hit this plateau, at some point they will place an order for something with you. As I learned "little something's" can grow very abundantly with planned persistence. I hope this helps you add a few new prospects to your call lists. If you do, that should mean extra cash in your pocket. Of course, your company wins too! **Happy Selling! Ron**

Quote of the Issue:
"To try and fail is at least to learn. To fail to try is to suffer the inestimable loss of what might have been".

Chester Barnard
American Utilities
Executive

Manager's Thoughts

"Effectively managing and motivating people depends on understanding them; seek first to understand, then be understood."

Stephen Covey,
Chairman, Covey
Leadership Center

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Fleitz Marketing Associates, Inc. is growing “again”. Thanks to your extra efforts in working with our strong Manufacturer’s we are delighted to announce our new dedicated FAX line. Please note this in your records that our FAX line is 615-758-2927. Our office number remains 615-773-7241. Now, business can move along even smoother. Thank You!

Last issue we mentioned the mailing that was sent to most of you about the Cole Taylor Urine Test Strips. We must extend a big THANK YOU to all of you who ordered the Cole Taylor 10 SG Urine Test Strips. As we had previously noted (in the letter), the product has performed far beyond expectation with the distributors who purchased the Test Strips from the start. Now, thanks to your support before and from the letter I sent, we are delighted to mention sales have exploded.

In the near future, look for another great lab product announcement from Cole Taylor.

For your free sample of the Cole Taylor Reagent Test strips (you just have to see them), email either Neil Schneider at neil@coletaylormarketing.com or Ron Fleitz rfleitz@FMAinc.net. Thanks again!

Scopes and Sphygms and DME are Closer than You Think!

In this day of more just in time products than ever in our business, it’s important to realize how close items are to you. For instance, many of you may have wondered why that shiny new Blue Striped (yes I said striped) Sprague Rappaport Stethoscope arrived from Mabis in only a day or two. Others may have wondered why the Signature Series Sphygmomanometer was in your customer’s hands before you knew it. And if you sell DME equipment, where did that Duromed (DMI) Rollator come from so fast?

Quite simply they have arrived from one of Mabis/DMI’s three distribution centers. They are located strategically in Chicago, IL, Jessup, GA and Reno, NV. No wonder it has landed in your customer’s hands so fast! With Mabis/DMI’s extremely competitive price, easy to reach minimums, expeditious delivery, and superior quality, you can’t help but win every time, whether you have it in stock or not....BECAUSE they are within easy reach of YOU.

For your information, here are just some of the great products Mabis/DMI have at a distribution center near you.

Blood Pressure Instruments,	Nebulizers	Stethoscopes	Ear Thermometers
Pacifier Thermometers,	Any Kind of Thermometer		Water Bottles
Toilet Seat Risers	Commodos	Wheelchairs	Aids to Daily Living
Personal Care Products	Transfer Boards	Walkers	(and tons more items!)

Literally thousands of products are closer than you think. You should want to know more and all we ask is that you call Mabis/DMI and ask for one of their talented professional representatives to call you and get a catalog. Their number is 800-728-6811. Or you can e-mail, fax or call us at FMA and we’ll get you what you need too. Our number is 615-773-7241. In this day and age when the customer needs it **3 days** before they order it, you can’t afford not to order it from Mabis/DMI. **Have a Super Sales Day!**

Thanks for taking a moment to read RADIO flier. We hope your January was far more than you ever expected and wish you all a successful February. Call us if we can assist you in any way. Have a terrific week. Fleitz Marketing Associates -Your Distribution Solution!