



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

BAD WEATHER CAN MEAN STRONG SALES! *Yeah, right, Ron! Seriously, it's a great sales growth opportunity.*

A little over 20 years ago, it was a snowy day and my wife Valarie had our four kids home from school in suburban Cincinnati. Many people were avoiding travel on this day with 5 inches of snow on the ground and another snowfall expected. I was on straight commission, which meant every workday counted, so I trudged (grumbling) out to my territory in Western Hills. I started making my regular Wednesday rotation calls. After visiting a few offices, I heard many patients either had miracle cures or simply decided not to come to their appointment. Since I had ample time to talk with skeleton staffs at these physician practices, I realized, if it's quiet here, maybe I should use this opportunity to speak with one or two people who had little to no time to talk with me before.

It was a prosperous morning! In the afternoon, I had the opportunity to meet with a buyer at an account on North Bend Rd. who always avoided me. On this day, she was acting as receptionist and had few calls and no patients. Every time I visited this office, she was "too busy" or "didn't need anything". (Oh, you have never heard those words?) Yeah, Right again! I can still see the shock on her face as I walked in the door (wishing I am sure that either she had not come to work or the door was locked) However, it did give her the opportunity to see that I wasn't "Jack The Ripper", but simply the Max Wochoer Rep. That new account began with an order that day because she said "I deserved it" You probably guessed, and you are right, she became a regular above average customer for me..

I also visited one of my "C" accounts over on Harrison Ave. Not only did I see the buyer, but the Doctor took time to speak with me. Dr. John was always very kind to me and knew me by name, but spent maybe \$350 a month from me. He had been planning to set up that extra back room as a new exam suite. The original two exam rooms just were not enough. This single family practice Doc never had the time to do this before due to his growing practice and small staff. He bought from several companies, but as they say "timing is everything". I'll take a \$15,000 order anytime (and this was in 1974). Imagine what it could be for you today?

Bad weather can be an obstacle. It can also be an advantage. I guess that means for all of us to make the best of every moment. As the Lottery commercials say "Just Imagine!"

Happy Selling! Ron

Quote of the Issue:

"The successful person is somebody who has integrity and is consistent."

Zig Ziglar—Author and Speaker

Manager's Thoughts

"Once employees see that what they do makes a difference to the organization and is valued, they will perform at higher levels"

**Rita Numerof,
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Omni International Glove
Glossary Word for you to know:
TACTILE SENSITIVITY– The
degree to which an object or
substance can be discerned with
a sense of touch. For GLOVES
that make a difference to your
customer, call OMNI Int. at 888-
999-6664 for FREE samples.

From the Fleitz Marketing Team: Thanks for your support of the Sklar Sterile Instrument Trays. We have run several articles in the past on these “golden opportunities”. I have suggested, you have inquired and Bob Shaheen at Sklar has happily responded with samples and pricing . Who would have thought that you would be competitive selling high quality sterile instrument trays and packs! Savings well into the double digits over what you are buying has been common. Product quality above and beyond may be your best advantage.

For more information on those wonderful SKLAR Sterile Trays and a catalog, e-mail us at Rfleitz@FMAinc.net or contact Bob Shaheen at [SKLAR bobs@sklarcorp.com](mailto:SKLARbobs@sklarcorp.com) or 800-221-2166 extension 270. We send you a big THANK YOU!

Advanced Wound Care offers abundant Opportunities for YOU!

I could spend a month telling people to start selling products instead of just taking the order. I know it is so easy to walk in the door, take the order and head on out. In that case, you may simply be content with what you make financially today. As for me, we had four kids, all the responsibilities that a family brings, a little savings and college ahead. Take it from me, great new products with increased gross profit is good for your company, your customer and your wallet.

So, if I were considering increasing same product sales with more gross profit, I would be looking at a few areas that traditionally offer slim margins. One area is the ever present and popular wound closure strips. Alternatives are not all the same. For instance, even though their wound care strip is already a proven success, Dukal has enhanced it this year making it even better. It's a far easier conversion than you think. Many of you are just afraid to mention it. That's OK, but hopefully your your competitors won't since it is so competitively priced. While I'm mentioning Dukal, have you seen their transparent dressings? This new wound care leader has had them in the line for quite awhile. Look at their motto “Quality, Value & Performance is our Promise”. These Dukal folks are on a roll.

*Most importantly, those of you in Home Health and LTC need to know that **Dukal is now the EXCLUSIVE SOURCE of the popular HYDRASORB FOAM Dressing.** HYDRASORB is a highly absorbent, hydrophilic, polyurethane foam dressing (now that's a mouthful). This unique dressing will hold up to twenty times its weight. For you LTC sales folks, it's like a dressing diaper...right! NOW everyone can buy this great revolutionary Foam Dressing from your friends at Dukal. **Remember when you think HYDRASORB...THINK DUKAL from here on.** I'll spend more time on this great product in a future issue.*

*Now you have several more products to add on that easy to reach DUKAL PREPAID minimum order. E-mail us at Rfleitz@FMAinc.net or call **Dukal** (or your Dukal rep) at **631-656-3800** and we'll get literature headed your way on these great new sales opportunities. --**Have a Super Sales Day!***

Thanks for taking a moment to read RADIO flier. Happy Heart Month! Call us if we can assist you in any way. Have a terrific week. Fleitz Marketing Associates -Your Distribution Solution!