



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

Show Me Some Time! *You might think manufacturers have too many distributors to call on, and you could also wonder why doesn't the manufacturer spend more time here with us?*

Today, health care manufacturing companies are challenged much like distributors. They face lower margins, more competition, in many cases—far longer manufacturing lead times (due to imported product), intense inbound logistics issues, and fewer sales representatives (with larger territories) to get out the word. They do have some strong challenges these days!

Yet, many manufacturers want to give every distributor who is interested, as much time as possible. Their professional representatives need to be time managers and partnership builders. That is a challenge and a half!

What can you, as a distributor do? Stop supporting the manufacturer's who could care less if you exist! Think about it, how many products do you sell that have little to no representation? Is there a sales rep that calls on your company who carries an alternative? Include telemarketing: some manufacturers do an excellent job of keeping in touch in this manner. Why don't you give him or her all the support you can? Several distributors I know capitalize on virtually every rep who walks through their door. They want these representatives to not only return, but work together as a team; so many new sales are created.

There is also the "mutual respect", sales leads. Think about it- when was the last time you received a sales lead from manufacturer A? Yet manufacturer B comes to town looking for support and your company offers very little time, marginal support, and few sales. Your company's response might be "We just write orders for them (Mfr A)". Folks, guess who would probably share every sales lead they have with you? Yes, manufacturer B! Vendor "B" may have fewer sales people, but their representatives have far more to offer because all they want is loyalty, your time and effort, a sales push, and a little of their inventory in your warehouse. In return, you will see a person who cares, as you receive more sales support, more protection against other distributors, enhanced gross profit, stronger commissions and a true partnership.

If I owned a distributorship today, I would surely want to know how to better my position. And, as in the old days, I would value the representative, realizing more than ever, that the manufacturer's rep who calls on me regularly, may also be covering a huge region instead of just a state. In my world, that means a whole lot. Let's give the vendor representative a slot of time in your day.

Happy Selling! Ron

Quote of the Issue:

"Keep the right goal in mind: don't look for money, look for applause. If you create something of value the sales will come."

**Robert Ronstadt,
CEO, Lord
Publishing, Inc.**

Manager's Thoughts

"There's nothing more important than making certain that each employee feels respected and valued"

**Robert Crandall, CEO,
American Airlines**

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Glossary Word for you to know:
Tensile Strength—The measure
of the amount of stretch or pull
required to rupture or break the
glove material. See GLOVES that
make a difference to your
customer, call OMNI Int. at
888-999-6664 for FREE samples.***

From the Fleitz Marketing Team:

*** The Cole Taylor mailing was a huge success! Thank you for your calls, questions and orders for their reagent test strips. Multitudes were received!**

***Another big success has been with Omni International gloves. Their Denver, Colorado warehouse will be open full blast shortly, providing faster delivery to their booming business out west.**

***Thanks for all the open arms to our manufacturing partners, their sales representatives and Fleitz Marketing. We appreciate your support. Our vendor partners Dukal, Mabis/DuroMed, Omni International and Sklar Instruments, along with Cole Taylor Marketing are all showing significant sales growth.**

When you get right down to it!

The other day, I had lunch with one of the industry's veteran distributor sales representatives. It was so interesting to see how eager this man was to learn. ALL YOU ROOKIE sales representatives - pay close attention, and relate this to the article on the first page.

This distributor representative was telling me about recent conversations he was having with Jeff Krenk, who is his Mabis (stethoscopes, sphygs and so much more) rep. This gentleman's company recently started converting over to Mabis from another line. In addition, our veteran sales rep wanted to know more. Conversations between them stimulated questions that many wouldn't consider asking. For instance, "Mabis has a cardiology stethoscope, is there much of a quality difference"? Our veteran representative was amazed at how much Jeff knew about HIS cardiology stethoscope. It's not just another scope, it has many features. It also has a substantially competitive price for the customer along with a significant gross profit for the distributor.

Our veteran dealer representative started asking about other Mabis products which include more high quality stethoscopes, a wide variety of top quality sphygmomanometers, thermometers, specialty products (along with the popular DuroMed Industries DME products). I was very impressed with our veteran dealer sales representative's inquiries regarding products. Equally impressive was Jeff's interest, knowledge and willingness to take the time to educate. Jeff covers a large geographical area, but like other strong regional manufacturer sales representatives, he takes the time to care about someone who WILL make a difference for them too.

What a difference our veteran rep has made as he comfortably presents products, knowing he has full support from not only the company, Mabis, but also the representative, Jeff. To take this a step further, our veteran sales rep converted a specific product and increased his price and margin too. It takes a strong partnership to make this happen. Jeff's information offered our veteran dealer rep enough confidence to enhance the sale of a new product and vendor. ***Have a Super Sales Day!***

Are you having fun yet? Thanks for taking a moment to read RADIO flier. Call us if we can assist you in any way.

Fleitz Marketing Associates -Your Distribution Solution!