



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

MARCH MADNESS! *I, like many of you, love the NCAA basketball tournament. Selecting our teams and watching how they win or fall. It's a shame that only one winner will be crowned in a few weeks. The competition is so tough and the match-ups, for the most part, continue to be more and more challenging.*

I think there are many similarities in our industry today. Many of you remember at least 15 years ago, the medical supply distributor field was very full. Everyone had quite a few excellent distributors in their own geographic area. Now, even though there are still many medical supply distributors, the field has trimmed, and the competition has heated up. Unlike 15 years ago when there may have been nine or ten independent distributors in an average market, today there may be four or five. In those days, many distributors somewhat blended together and the sales representatives had to do more selling. Today, your distributorship tends to stand out among others and it takes more than just selling. It takes teamwork. And you need to be more of a team now than ever before. Teams win in the NCAA Championship. They also win in our industry. Therefore, let me ask: Do you feel like you are more of a professional today than a few years ago? Do you feel your company has sharpened its edge and fine tuned? Does your company act like a team...working together? Does your team have the right plays (products, programs etc.) to win, not only each game, but the Championship?

Looking back 15 years ago and farther, it was common for individual sales performers to control the territory. Unfortunately, we are not blessed that way anymore. The star performers need the team more than ever to assist them in the success of the territory and each individual account. Today, due mainly to technology, internet, telesales and other scenarios, our "team" must be able to accomplish so much more than before. There are just too many outside factors.

So take a good look (and I mean everyone!) as we hit the Sweet Sixteen this weekend. What do you need to do to make the Final Four? Are you as professional as you can be? What can you do differently? Does your attire need adjusting, are you using slang etc. Give it some thought! As you take a step back, go on to critique your next sales meeting. Ask; How can your team work better together? And to the managers...do you have the right plays (products & services) to beat any team? If you are a small independent can you win against the Big Ten teams? How does your team stack-up? I dare you...challenge yourself and your team. The competition is just starting to heat-up.

Happy Selling! Ron

Quote of the Issue:

"If you want to be enthusiastic, act enthusiastic!"

Dale Carnegie
Author and Premier
Salesman

Manager's Thoughts

"Management is direct: you don't manage through a memo or committee; it's hands-on."

Hazel Frank Gluck
Commissioner
New Jersey
Department of
Transportation

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Omni International Glove
Glossary Word for you to know:
BISQUE—A glove finish
characterized by a less glossy
surface and decreased slickness.
Also known as a matted finish. See
GLOVES that make a difference
to your customer, call OMNI Int.
888-999-6664 for FREE samples.

From the Fleitz Marketing Team:

* **Dukal has an abundance of elastic bandages, cotton balls and stockinette if you need them. They also carry wood products in addition to their comprehensive gauze line. Their number is 631-656-3800.**

* **Cole Taylor Marketing announced the new Strip Reader for their 10 SG Urine Reagent Strips has FDA approval. This is a very timely release and you should contact Neil Schneider @ (818) 776-9992.**

* **Hydrasorb (all 5 sizes) is now available from Dukal Corporation.**

* **Do you sell any “custom” or standard procedure trays? Sklar would love to give you a quote. Contact Bob Shaheen at 800-221-2166 Ext 270 for details.**

One Saturday Morning!

How many times have you seen an opportunity and not taken advantage of it? I bet you could have kicked yourself hundreds of times in your career. And, unless you start asking, you'll never know.

*So get going and quit kicking. I ventured outside our office one morning a few weeks ago and did just that. I first stopped at a donut shop and saw they wear vinyl gloves both out front and in the back. Ahaa! On to our accountant I went (he already had a sphyg for his high blood pressure this time of year). Next stop the print shop where Vinyl gloves were used. (I found out they buy them from a printing supply company and pay a hefty price.) Opportunity for someone? OH! And did you know our bank buys gloves? I asked a teller who was their source? They buy them from a local jan/san company. On my way to the grocery, I stopped by the fire station and found out they buy nitrile gloves from an Ohio company. The fire fighter told me they also buy their blood pressure instruments, stethoscopes (Mabis type stuff), gauze (Dukal items) and surgical instruments/trays (like Sklar) off contracts that were arranged by the county purchasing office. As I was leaving the fire station, I saw a police car, but luckily realized the officer may not know where they bought their supplies. (I was also trying to remember if I paid that parking ticket! Hmm.) At the grocery, I visited the deli and I could see what gloves they were using since the box was easily visible from the counter. Another opportunity! I decided to walk into the sub shop next door and just happened to notice they were using vinyl gloves to make my warm Italian sub to take home. (They buy their gloves from a local paper company.) I asked if their vinyl gloves were DOP/DEHP FREE and if they had the NSF Seal of Approval on them. They weren't and didn't. **Only Omni Vinyl Gloves have that distinction! (Call Omni at 888-999-6664 for specifics.) Food service and medical gloves are sales opportunities with Omni! I made one last stop at the auto parts store to pick up oil and noticed they sell gloves supplied from their “auto parts warehouse”. (I suggested they carry gauze and blood pressure items as well since my blood pressure regularly takes off as I cut myself trying to fix the car.) I just encountered EIGHT sales opportunities on a Saturday morning! On my drive back home I passed a florist, physical therapy, two more grocers, several restaurants (mostly local eateries) and realized I would never run out of sales opportunities in my own neighborhood. I bet you won't either. **Have a Super Sales Day!*****

Thanks for taking a moment to read RADIO flier. Have a wonderful Springtime and enjoy the beauty of the season.

Fleitz Marketing Associates -Your Distribution Solution!