



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

PROCRASTINATORS AS SALES PEOPLE - *It's bad enough that your buyer may be a procrastinator, but what about YOU?*

Over the years I have met many sales folks who have done a great job of prepping their territories, but have failed on the follow through. You just can't afford to miss a single beat because there is always someone else who is ready to pick up the pieces—what you let fall through the cracks!

For instance, if you have received a sales lead from a manufacturer, have you followed through with the prospect IMMEDIATELY? Or did you wait a week or 2, or worse a month or so and let the lead go cold? If now you find yourself "back tracking", did you contact the manufacturer to let them know what was the result? You do know that is as important as contacting the prospect!

How many times have you passed by the door of a prospective client and not walked in? You have felt comfortable because they are in your territory but until you need them, you'll pass by. Did you know the company has entrusted that account to you and they are YOUR responsibility? You do know they expect that EVERY prospective customer in your territory be contacted, not once, but REGULARLYas in a developing investment or annuity.

When someone asks you to find something out, do you respond back to them as soon as possible? If it's a client you probably do. However, what if you don't get the information you needed immediately? Do you call them back within 24 hours and advise them you are still working on it, but just don't have the answer yet? Everybody appreciates the FYI. Wouldn't you?

When someone asks you about a back order and you respond back to them about its projected delivery time, do you follow-up a week or so later to give them an "elective" update? - That says You care and it's on your mind too! Anytime we take the very few minutes to follow-up in this manner we are also using the opportunity to leave our name "with a positive mark".

When you think you have every account in your territory on your call sheets and prospect list, do you go back and double check? For instance, why not make it a personal quarterly review to recheck all the phone books, internet, academy, medical society, LTC listing, etc. to see who's new in the pew! On top of that, be sure to give yourself double pats on the back if you find anything!

*We deal with the procrastinating customer all the time. Don't let your customer, or your fellow company employees see you as a procrastinating sales representative. Let the procrastinators work for your competition. **Happy Selling! Ron***

Quote of the Issue:

"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."

**Lee Iacocca,
Former CEO,
Chrysler
Corporation**

Manager's Thoughts

"Ask people what they want to do. The workplace offers so many opportunities, and when we pair them with the right people, the results are amazing".

**Cheryl Highwarden,
Consultant, ODT, Inc.**

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Glossary Word for you to know:
AQL—Acceptable Quality Level,
is a quality specification that the
FDA and glove manufacturers
use to specify the pinhole rate in
surgical and exam gloves. See
GLOVES that make a difference.
Call OMNI Int. at 888-999-6664.

From the Fleitz Marketing Team:

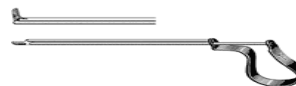
***Cole Taylor has a new Urine Reagent Strip that includes Leukocytes and is identical to that other popular 10 parameter product. Now, they have a One-Two Punch for you. CT also states that March was a record sales month for them and the new meters for the 10 SG Urine Strip are selling at a rather fast pace. Call Neil for a deal 818-776-9992!**

***Omni International announced they will be opening up another strategic warehouse in the Seattle Tacoma area in the next few months to service their fast growing west coast business.**

***Cotton Balls, tongue blades, very competitive gauze pricing, elastic bandages and more. The DUKAL Value Proposition. Call (631) 656-3800.**

Fun with Prospecting!

I must take a moment of my time and share a product that was passed down the line from my father (49 year medical supply sales veteran) to me many, many years ago. It's a product that holds extreme value today. It is a Quire Ear (Foreign Body) Probe—Sklar Item # **67-1732**. The Quire has a little finger which, when the handle is squeezed, lifts up to push the object out from the rear.



What's so neat about this historical Quire (sounds like choir)? As a 21 year-old rookie getting started in this business, I valued what my mentor(s) wisely suggested and was looking for something new and unique. I had been told, it doesn't always have to be new, but UNIQUE is key when starting out and trying to open doors. And at \$14.40, it was easy and fun to talk about.

Off I went with Quire in hand. It was a memorable experience just walking in the door the first couple of times squeezing the little instrument. I never mentioned what it was upfront. I was always asked "What is it?". Curiosity alone helped me sell 14 in a two week rotation. Not bad since it was always a 50% plus margin. But most importantly, it was the creative spark allowing me to be me, and not just another sales person walking in the door.

Maybe you have been a procrastinator like the type I mentioned on page 1. If so, I would highly recommend you look at the Quire Ear Probe to "illuminate" your career as you take advantage of "sowing" some new accounts. No matter who you are, where you are or what you have or have not accomplished as of late, there are always customers who have never seen a neat little instrument as this. Whether it is an existing account or prospect you would like to become a regular, either the Quire, or another cutsey instrument from Sklar would make a nice door opener. It also makes good money since that \$14.40 instrument now sells for about \$100.00 list. **Readers - Take a moment and share with us that special product that made a difference for you in your early sales days. E-mail it to rfleitz@FMAinc.net. We'll list the products in a future issue. Have a Super Sales Day!**

We wish you all a blessed Passover and Easter. 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!