



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

PROCRASTINATORS AS CUSTOMERS - Last issue we talked about the "Procrastinating Sales Representative". Today, the Procrastinating Buyer!

This buyer, "the Procrastinator" almost makes you want to send the "Terminator" after them!!! They are simply some of the most frustrating and toughest people you have to deal with.... Simply stated, they have lead you on just enough to keep you coming back for more. In Fleitz lingo, I always tried to position my prospective customer, nursing home, physician etc. to say "not yet" instead of NO. Obviously, this is far more proactive. However, there comes a time when you just have to get them from "not yet" to YES without threatening to deliver a knuckle sandwich! Your prospective procrastinating customer is always in a state of "not yet", and it drives us nuts...right?

This is the customer who knows they need to buy that product from you or convert their business to you. Sometimes this procrastinating buyer is really lacking confidence to make a decision. He/she may ask themselves "Should we spend the money? Do we really need it? Will our service be that much better? Can they exceed my existing supplier's current service? Can they?...Do they? Etc?" It's then that you realize prying a decade old, dried-up paint can lid off is easier than trying to force them out of the "not yet" stage!

Something I used to utilize is the 100% guarantee! If it's a product, offer a 100% sale! Yes it's a gamble—but how many times has someone returned a product? If the product isn't a solid sale, it may very well come back. However, if you make the sale working with the customer to utilize the product correctly, how can you fail? You have offered assurance past the sale. This buyer needs this type "no loss" no more driving themselves nuts deal! Too many times, we make the sale, but have not sold the product. That's when the heartache, hard feelings and need to return the item kick in. Once again, remember, you will want to be ready to renew your attempts as this person will procrastinate on the next major sale.

If you are looking to convert the procrastinator, closely follow the first orders. Call them and assure them the order is in queue for delivery. Follow up after the delivery with a personal visit to answer any product questions and relate a back order update if necessary. More importantly, assure the new customer that if they are not satisfied with your service after 3 months (of very heavy interaction) that you will personally help them convert back to their prior distributor. That alone should be enough drive for you to succeed! Your new customer will then realize, with this execution, they made the right decision in converting to you. **Happy Selling! Ron**

Quote of the Issue:
"Undertake something that is difficult; it will do you good. Unless you try to do something beyond what you have already mastered, you will never grow".

Ronald E. Osbourn
Clergyman & Author

Manager's Thoughts

"Always assume each and every person wants to do a better job and grow."

Steve Farrar Sr. Vice President,
Wendy's International

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From the Fleitz Marketing Team:

***Mabis/Duromed Industries has added yet another warehouse (#4) in Texas. Now, stethoscopes/sphygms and DME equipment are but a day or two away from anywhere from them. Distribution sites besides Dallas are Chicago, Jessup, GA and Nevada. Order from Mabis.DMI—800-728-6811.**

***Dealers are selling more sterile instrument trays these days since acute care dealers have been showing them in outpatient surgery centers. Make sure you are competitive—call Bob Shaheen at 800-221-2166 ext 170 for a sample tray.**

***Neil with a Deal (818-776-9992) called to say thanks to all of you for jumping on his new strip reader for the 10SG. Sales are way ahead of plan.**

More Fun With Prospecting!

Last issue I opened up my bag of tricks regarding little things to walk in the door and simply “show” new or existing customers. Thanks to you, here are a few of the responses. All were most appreciated.

Read on for a veteran Chicago area representative's story. “ My trinket was a pair of scissors that I named "army scissors". You have probably seen them because they cut a penny (Like the Sklar Utility Scissors#97-105). I was just starting out, knocking my head against the wall, calling on every purchasing agent in the hospitals in Chicago. Then this scissor pops up and I start going into the emergency rooms and the head nurse would fall in love with this thing.

I remember one place where she took me by the hand, walked me up to purchasing, and says get this. They gave me a PO right on the spot. That was my first lesson in selling. If you want to sell something to the hospital, go directly to the department.”

A rookie from North Carolina related: “Mr. Fleitz, do you remember when you talked about that Cole Taylor urine strip (CT-900-10 10SG Urine Reagent strip) at our sales meeting back in early August? You told me to run into every account (I think I said walk, but I appreciate the extra enthusiasm!) and just show it. Remember you even said to ask for someone's urine to dip it in and compare to the strip they were using. (I didn't remember being that bold, but I do remember it being a very jovial and laughter filled sales meeting.) Well, I have been showing it now ever since and I know you can thank me for selling more than half of our (Cole Taylor) orders. It has been a terrific door opener.”

And one more wrote— “Do you remember the giraffe lamp? (Yes I do!) When they first came out, they cost more than the old goosenecks, so I had to be creative. If you will remember they also had an optional wheeled base which I ordered for my demo lamp. I remember walking into many an account with that thing, rolling it across the floor, moving it's gooseneck and lamp head back and forth making “giraffe like” sounds (I would love to have heard that sound as you walked in the room. What does a giraffe sound like anyhow?) You mentioned you sold about 14 of those ear probes on your 2 week rotation. I sold over 40 lights! It wasn't a small item, but it sure drew attention”. A veteran sales rep from Ohio.

I just love this stuff. Selling can be so much fun.

Have a Super Sales Day!

Spring has Sprung... Finally! 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!*