



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

## SALES MOTIVATOR!

From Ron Fleitz

***It's Beginning to look a lot like Summer (everywhere you go)! Don't you just love this time of year? All the fresh blossoms, new life, outdoor fresh air, boating, cars, golfing, walking/jogging, bicycling, sales.... What did you say? SALES! Lest we forget, we still need to sell something.***

*I was speaking to a colleague the other day remarking how fast summer is coming upon us. And yes, the sales year is swiftly flying by. Do you know that technically speaking, you only have LESS THAN SIX months of sales time left for this year? Sure, there are sales opportunities between Thanksgiving and Christmas. But for the most part, it's very hectic. While end of year equipment purchases are an opportunity, most of those sales are marketed before the Holidays and simply closed for tax/budgetary purposes.*

*So, what are you going to do this summer? I know I have to "pick-up the pace" and I bet you do too. It's just like cruise control folks. Unless you are always accelerating, you are slowing down. Even though the dashboard says "cruising", in all actuality you are accelerating. You see, there is acceleration in "cruise". There is not as much acceleration as when your foot is constantly on the pedal. When you are going down a hill, you think you are cruising, but really you are only rolling down the hill. When the terrain starts to flatten out, you slow down, Right? Let me ask you then, are you considering going on cruise control for the summer, or just rolling along? Because for every one of you planning on rolling along, there are two more in the acceleration or "cruise" mode. And depending on how hungry they are, depends on not only how much they are accelerating, but also where they will set the speed.*

*Are you prepared to go "rolling along" for the summer, or would you rather be in "cruise" mode? If you are planning on accelerating your sales, do you want to go 50, 60 or 70? There is a mix that works. If your pace is 60 today, try 55 for the summer and allow yourself some recharge, but keep it on "cruise". If you slow your sales pace too much, you'll start to relax (rolling along) and it will be harder to regain your pace at 60. Then again, you may need to pick up sales and go up to 65 for the summer. In sales, you can't afford to let your pace slow down. There is always somebody who will take the left lane and pass you by.*

*Anyhow, my words are not meant to make you become gas guzzlers, only smart drivers or sales people. Make the most of the summer months ahead. More importantly, try to balance more fun and fitness with a smarter sales campaign and continue to build your territory and increase sales while the "career stays in gear"!*

**Happy Selling! Ron**

## Quote of the Issue

**"It is ironic, but true, that in this age of electronic communications, personal interaction is becoming more important than ever."**

**Regis McKenna,  
Marketing Consultant**

## Manager's Thoughts

**"Positive reinforcement not only improves performance; it is necessary to maintain good performance."**

**R.W. Reber and  
G. Van Gelder  
"Behavioral Insights  
for Supervision"**

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Glossary Word for you to  
know: Neoprene—A  
synthetic rubber developed  
as an oil resistant substitute  
for natural rubber latex. It  
also resists a broad range of  
chemicals. Call OMNI Int.  
at 888-999-6664. for FREE  
samples.**

## From the Fleitz Marketing Team:

- **Cole Taylor Urine Reagent Strips continue their strong growth. They have all the data to back-up their products from independent testing labs. Call Neil or e-mail Valarie at the FMA office ([vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net)) for all product test data. You can always count on Cole Taylor for high quality, validated testing and competitive pricing. Cole Taylor's (Neil's) phone number is 818-776-9992.**
- **Also—don't forget Cole Taylor has a new reader for their 10 SG Urine Reagents Strip. Sales are very strong for it.**
- **FMA is doing a survey? If you buy paper, plastic, soufflé and/or medicine cups in quantity, send us your monthly usage? We are doing a little shopping and will advise all those who respond to [rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net). Please respond by May 25th.**
- **Are you a Long Term Care distributor? If so, did you know Sklar has products for YOU? And, they are not instruments. How's that! Look in the next issue of RADIO flier for details or call Bob Shaheen at 800-221-2166.**

## Another Warehouse at Your Fingertips

We know, margins are tighter, inventory levels need to be watched closer and yet the customer always says "I need it NOW!" Right? Of course the stethoscope they just ordered is pink. You have green or blue in stock, the customer needs it within 3 days and you don't want to pay air shipment charges. Just what do you do now?

Do you know how easy it is to have 1-2 day ground service on most stethoscopes and sphygmomanometers in the USA? It's a breeze now since Mabis/DMI has opened their fourth distribution center. With distribution centers located strategically throughout the US, life sure does get easier. The latest facility is in Texas. Other locations include Sparks, Nevada—Jesup, Georgia and Mabis/DMI's huge facility in Waukegan (Chicago), Illinois.

If I were selling stethoscopes and sphygmomanometers, I would sure like to have a wide selection close at hand that would be easy to acquire (especially with Mabis' small free freight minimum). Of course your boss loves the fact that Mabis has it, and you don't need to keep an abundance in inventory. That is a HUGE opportunity for you in the field, in the purchasing department, at the financial desk, and of course in the owner's chair.

Let's take it a step further, if you are in long term care, home health and/or the ever growing hospice and assisted living business, it should be even more reassuring to know that the more popular Duromed (DMI) products are also stocked in these four facilities. Yes, Rollators, Walkers, Canes, and all those other popular, neat DMI products are in those four strategically located warehouse facilities too. Once again, with Mabis' low prepaid freight minimums, your company doesn't need to stock an abundance of products. Mabis/Duromed does it for you.

Now, you need to know they have a new product sitting in those warehouses. It's the **ExecuNeb Portable Nebulizer** Kit #40-146-000. There are many people, executives, sales personnel, service technicians on the go these days who desire a more sleek, low profile, professional unit they can carry everyday. You know, one that doesn't look "medicinal". The rechargeable battery pack, AC and DC auto adapters fit nicely into the canvas tote bag. The bag also comfortably fits the portable compressor, the nebulizer, angled mouthpiece, 7' air tubing, 5 air filters and rubber base. (By the way –for a copy of the new ExecuNeb Nebulizer brochure, e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and she'll make sure a copy is sent one your way.)

So, "NEVER FEAR"! Sales, Purchasing, Finance and Owner, Mabis/Duromed have just made everyday sales and stocking easier for you. **[Mabis/Duromed \(DMI\) 'One Company, One Vision, YOUR Source'](#)**.  
***Have a Super Sales Day!***

**To our Canadian Friends, enjoy Victoria Day next Monday and our US Friends Memorial Day on the 28th. We wish you a wonderful, "powerful" day. 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!*****