



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

SALES MOTIVATOR!

From Ron Fleitz

Are you letting your Customer Service Representative(s) sell? Oh my gosh, now why would you want to do that?

Your customer service team, whether 1 or 100, is an excellent source of sales opportunity for your sales reps and your company. I know of several distributors who have taken advantage of their customer service team skills to increase sales and it pays huge dividends. Some of these distributors have CSR's dedicated to specific territory reps, while others take calls based on either next call in, or by customer request.

Have you ever stopped around the corner and really listened to a conversation between a CSR and a customer? If not, please do. You will be astonished how much easier it can be for the account to speak with your CSR than you. Some reasons include-they are not on commission; their ability to immediately answer and happily greet clients; the phone line is the conduit of business instead of visually standing in front of them. The very essence of the CSR's work is to be proactively available as you may be on the road.

I know, some companies may have an issue adding sales to the CSR's duties since time and people power are not that available. However, it is not as time consuming as one may think. Outbound telesales is time consuming and a whole different animal. In this case, all we are asking them to do is continue the customer conversation and try to add one more (profitable) item to the order.

For instance, as Sally is wrapping up a call from a family practice center, she could ask to add Cole Taylor Urine strips to the order. A brief explanation may be needed and the item is added. It may take a field sales representative several visits to accomplish this. This is no reflection on sales ability, relationship, etc. Quite simply, a field sales rep is "trying" to sell something. Whereas, the CSR is genuinely continuing the conversation.

Consider this scenario; a surgery center is wrapping up a call with Doug and he remembers to ask if they have tried the Sklar Spray Surface Disinfectant as a pre-cleaner on the instruments. This disinfectant spray has dual use in that it is a surface cleaner as well. It may be added to the order OR, it may become a lead for the sales rep to discuss on her/his next visit. (All sales reps love a REASON TO VISIT). Whether it's additional sales, or sales leads for the representatives, CSR's can provide countless value with their warm, friendly "may I help you" attitude all day long.

Developing and cementing your sales team's daily work with the CSR's ongoing efforts can only bring company success full circle. **Happy Selling! Ron**

Quote of the Issue

"A warm friendly smile, persistence with your message, and a show of sincerity and honesty is a tough combination to beat."

Zig Ziglar

Manager's Thoughts

"The welfare of every business is dependent upon cooperation and teamwork on the part of its personnel."

Charles Grow

RADIO flier is a communication of:
Fleitz Marketing Associates, Inc.

1815 Hidden Ridge Circle
Mt. Juliet, TN 37122

615-773-7241

615-758-2927 FAX

www.FMAinc.net

Copyright 2007 FMA Inc.
All Rights Reserved

RADIO flier is a communication of ;
Fleitz Marketing Associates, Inc.
1815 Hidden Ridge Circle
Mt. Juliet, TN 37122
Ph .615-773-7241

Fax 615-758-2927
E-mail: rfleitz@FMAinc.net
Copyright 2007—All Rights
Reserved

**Omni International
Glove Glossary Word for
you to know: Elongation
- Measurement of the
length a glove can be
stretched before it
breaks. Call OMNI Int.
at 888-999-6664. for
FREE samples.**

From the Fleitz Marketing Team:

- **MONSELS PASTE (#96-1200) is available from Sklar. Monsels is used after colposcopic biopsy, electrosurgical or laser procedures on female patients. Every Ob-Gyn account should be using Monsels Paste. Sklar's product needs no compounding. It is ready to use and comes with applicators. For more info, call Bob Shaheen at 800-221-2166 ext 270.**
- **Dukal has always manufactured excellent adhesive tapes. However, now Dukal's Paper, Cloth and Transparent tapes have all been upgraded. The adhesive and material have been improved to enhance top performance and clean, easy tearing. For samples of Dukal tapes, e-mail Valarie at vfleitz@FMAinc.net and she'll send them your way.**
- **Coming soon to Dukal, look for great products and competitive pricing on N-95 Masks and BZK Towelettes.**
- **If you would like to receive RADIOflier, e-mail Valarie at vfleitz@FMAinc.net and she'll add you to the growing list.**

Summer Fun

Sales are always a challenge. And everybody is after the BIG sale. I don't blame you, as you have sales goals to hit. However, you also have some great new "profit" opportunities. Let's look at a few.

Long Term Care—What about Sklar Disinfectant Spray—3 minute kill time! Read on for 3 more reasons. 1.It's effective against nursing home problem bacteria MRSA and C-Dif, as well as TB, Hydrophilic and Lipophilic viruses including HIV-1 (AIDS virus), Hepatitis B & C, bacteria and fungi on inanimate objects. 2.It's non-toxic, non-irritating and can be used anywhere. 3.Use it to mop floors, clean plastic mattress covers, spray nursing stations etc. What competitor is going to walk into a nursing facility with a Sklar product? They'll have others. You'll probably have the best AND no competition. That means extra sales and profits. **Check the Sklar brochure and/or contact Sklar for verification on the above claims prior to purchase, sale and use.**

Have you ever sold GLOVES to the nursing facility for "FOOD" purposes? Omni International is having a heyday with their Vinyl Food Service Gloves. Omni's Food Service Gloves were awarded the NSF certification. NSF is the world leader in standards development, product certification, education and risk management for public health and safety focusing on food, water, indoor air, and environment. And to further their safety to both user and customer/patient, Omni's Vinyl Food Service Gloves (and all their vinyl gloves) are DOP/DEHP FREE. Now you have an opportunity to pull some NEW, previously non-attainable glove business from your favorite facility!

Primary Care—Dukal has several products that can heat up your summer sales and profits in this market. Their Cohesive Dressings are very flexible and for those dealers selling them, very popular and profitable. Their various cloth, paper and transparent tape products also enhance your value in these accounts. The airlines serve peanuts and so does Dukal. The popular "Peanut Sponge" is available for outpatient surgery centers at extremely competitive prices.

While you are visiting the physicians office, don't forget to upgrade the whole office to the complete stethoscope offering available from Mabis/DMI. The doctor needs to listen to the pure outstanding acoustics of the Mabis "Signature" series stethoscopes. Now don't forget the "Glitter Style Sprague Rappaport" for the nurse. They are unique and well worth carrying around for "show and tell" time.

And don't forget the two 10 parameter Urine Reagent Strips and Analyzer from Cole Taylor!

EMS Dealers—don't forget the Dukal Trauma dressings, Mabis Caliber series Sphygs, Sklar Sterile Instruments and Omni Nitrile (chemo quality) gloves.

There is a whole summer of fun sales awaiting you. Contact us or any of these vendors directly, **then Have a Super Sales Day!**

We wish you a wonderful, "powerful" day. Thanks for taking a moment to read RADIO flier. Contact us if we can assist you in any way. **Fleitz Marketing Associates -Your Distribution Solution!**