



# RADIO *flier*

Representative And Distributor Information On-Line

## SALES MOTIVATOR!

From.....Ron Fleitz

**Here we are, already at issue #2.** As I mentioned last time, you better be ready to storm out of the gates on September 5, the day after Labor Day. Everybody will be roaring to finish the year with a BANG! WILL YOU????

I have talked with over 20 sales representatives in the past three weeks who have re-written their territory. Now, not to a huge extent. But to an extent that will allow them to make minor adjustments while calling on the average 44 new names they have added to their rotation lists. I am impressed. You see, the more accounts you plan on

prospecting (or simply cold calling), the more business you will write. That's just a fact. You know a mail campaign usually brings in a 2% response. Blast fax is slightly higher. However, personal visit cold calling has been noted to net about a 30% response. Just think about when you started your territory. Most of us had less than 10 active accounts. Well, where did all the new business come from? Cold Calls! Actually, 30% is probably conservative.

Consider this, if you take the last 4 months on a 2 week rotation, you'll see the new prospects at least 8 times. Therefore,

if you add the average 44 prospect accounts on your list, you should wind up with about 14 new customers by the end of the year. I'd take that, wouldn't you?

OK gang, lets get the lead out of our pencils and on the paper; and the lead out of our feet and on the pavement. Charge forward next week - just like we do at the start of each New Year! You do know that YOUR New Year begins NOW and everyday. Just don't let it be like a leap year and pass you by.

**Happy Selling!**

**Ron**

Look for the next **Radio flier** very soon.

### Quote of the Issue:

*"The highest achievable level of service comes from the heart, so the company that reaches its people's heart will provide the very best service"*

**Hal Rosenbluth, CEO  
Rosenbluth  
International**

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## SHOW & TELL

These days there are few opportunities to show a new product that you can prepare a quick 45 second presentation, hold in your hands, have the nurse try it, hopefully buy it, and add some money to your pocket.

One of those cutesy little items is the new 10SG

Urine Reagent Strip from Cole Taylor. It matches the "name brand" strip to a tee with all the pads in the same place. That means whoever reads the name brand strip, can read the Cole Taylor strip just as easy. My-oh-my what an easy conversion.

And of course, the LOW

price is the closer. There have been some strong conversions to this product. (All test data is available.) You see Show & Tell is Fun!

Want to see a sample? Just e-mail me at [rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net) and we'll send them to you.

Have a Great Sales Day!

Keep in touch and send E-mail addresses of anyone who would appreciate this communication.

Our e-mail address is: **[rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net)**, our phone numbers are **615-773-7241 Office** **615-479-3453 Cell.**

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