



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Do you want to increase your sales? How about getting more sales leads!** A long long time ago (about 30 years to be exact), our sales manager gave a sales lead to one of our company representatives regarding a minor surgery light. The lead was for a doctor who was a strong customer of another company in Cincinnati. He also hosted the weekly "Call the Doctor" show on a TV station. After a few months, our manager brought that sales lead up in a sales meeting and asked whatever happened to it. Horrified, the sales rep stated that he had not followed through. We saw sales leads few and far between and now I knew (as a 5th year rep) why we didn't get many.

I'll fast forward to 1983 when I was appointed sales manager. Oh, how I remember that very day when the above comment was made. Still realizing that our company received few sales leads, I thought about a way to change the scope and market "our team" better. Therefore our "LERP" program began. I was always big on acronyms (maybe I'll share more later). However, LERP was simply a **LEad Return Program**.

How many times have you been given a sales lead? How many of you have reported to your manager the outcome of that sales lead? And, has the vendor who provided the sales lead to you been advised of the outcome? I can assure you that once the sales lead is handed off to the sales rep, it can be virtually forgotten by management, as well as the manufacturer who spent the money to advertise, promote the product, convey the lead and earned the "right to know". We need to be accountable and responsible honoring the time and efforts of the source.

When I was with Max Wocher and started LERP in 1983, we started with the first lead. I wrote, followed up, and communicated with the manufacturer on every single lead. In 1987, I left the company to join CIDA as National Sales Manager. The last lead I wrote was #3247. Over 3,200 sales leads collected in only four years. We averaged about 800 sales leads per year. That's 15 per week or 2 per day. How many does your company receive?

It's not easy. There is a whole marketing plan associated with it. To make it work, it takes management time ie: set-up and implementation as well as continuous monitoring of the needed sales staff's efforts. And, it can be very rewarding. When the pressure is on, the "close rate" explodes. I know, because the manufacturers would respect our accountability, responding back to me with more leads. On positive result leads, I would also reference our purchase order upon returning the lead to the vendor.

You don't have to have a LERP. However, I would definitely consider a stronger communication with your vendors and let them know the successes they stimulate for you. They deserve to know and You may be pleasantly surprised to see more sales growth.

**Happy Selling! Ron**

## Quote of the Issue

**"Nothing focuses the mind better than the constant sight of a competitor who wants to wipe you off the map."**

**Wayne Calloway,  
CEO, Pepsico**

## Manager's Thoughts

**"Leadership is the capacity to translate vision into reality."**

**Warren G. Bennis  
Management Profes-  
sor**

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## From the Fleitz Marketing Team:

- **We want to pass along that Omni International is licensed to sell Nitrile exam gloves. There seems to be something brewing in the glove industry involving Nitrile gloves. Therefore, for those of you who buy Omni, your nitrile gloves are licensed. Just look and you will see the patent number on the box. More later.**
- **We broke a record last month in doubling sales of those high selling Cole Taylor 10SG Urine Reagent Strips. Thank you so much for your support. Don't forget, they also carry an analyzer for the 10SG's and 2 & 4 parameter test strips. When you call, ask about their new 10 parameter urine strip product. All are sold at great prices and are FOB Destination. Call Neil with the deal at 818-776-9992.**
- **If you carry Alaris Products, we need a source! E-mail Valarie at FMA as soon as possible—vfleitz@FMAinc.net.**
- **Looking for "PRIVATE LABEL" items for your business? Give us a call. There is more available than you might think. Once again, e-mail Valarie vfleitz@FMAinc.net.**

## Fall Prep!

*OK, you are having your summer fun and selling all the things we talked about in this column's last issue. Well, in all the hustle and bustle of selling everything you can to every person on the planet possible, don't forget what's ahead....the Fall Offensive as we like to call it. Every Labor Day is when the Fall Offensive starts. It's when everyone realizes they need to charge forward faster (start calling on people in some instances (HA!)) in order to make 2007 better than 2006. Hopefully you will be a participant.*

*Sales Leads could be part of your Fall Offensive discussions. However, you need to sit down with your manufacturer's reps over the summer to start strategizing too. While we know they don't have a bundle of time on their hands (some of them cover many states), a little extra time with them proves you are interested, opens their eyes to your concern and often creates new opportunities from both distributor and vendor.*

*For instance, how can you enhance sales in gauze products? It may be as simple as calling your Dukal representative to find out. He or she might suggest that you look at their new advanced wound care products to stimulate a higher quality, more margin sale. Once your customer tries and likes the Dukal advanced wound care, they should be very interested in Dukal's other fine products.*

*Call your Omni International glove representative and ask them about their "licensed" nitrile gloves. With that new low price and strong, high quality glove, not only will you have something new and unique to talk about, but you'll also have a way to increase sales, profits and customer base.*

*Have you ever thought of creating your own "private label"? Mabis can help you create a special label that could be your new identity. Surprisingly, it doesn't take millions of units to do a Mabis/your brand stethoscope/sphygmomanometer product. You will need to commit to a specific volume and you may be surprised how easy it is. It also makes a new marketing opportunity for you too!*

*And don't forget the instruments! Sklar has a new marketing opportunity for those of you who want to make a stronger friend in your customer. Do you have your fair share of the outpatient surgery market? You may think you can't sell into those facilities. You never know until you try. If we were going to try, as first choice, we would take in the Sklar Sterile Trays! Outpatient surgical accounts thrive on them and that may be all you need to open the door. The individually wrapped Sklar Sterile Instruments are great to sell anywhere.*

*For your CSR's, why not have them talk up the Cole Taylor 10SG urine test strips. Remember the Customer Service article last month? We bet we can work out something special for them.*

*Call us at FMA....we may be able to help more than you may ever think! We can definitely assist you with any of the above items. Let's start planning for a great finish to 2007! **Have a Super Sales Day!***

**It's hard to think that Canada Day and the 4th of July are already next week! Have a great Holiday. We wish you a wonderful, "powerful" day. Thanks for taking a moment to read RADIO flier.**

**Fleitz Marketing Associates -Your Distribution Solution!**