



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

SALES MOTIVATOR!

From Ron & Valarie Fleitz

“Value The Seasoned Professional” How many times have you felt like you were searching the Pacific Ocean for something in San Francisco Bay? The Internet is a phenomenal information site. However, there are many questions that can't be answered by the Internet in our business. Sometimes, the answer can be found in your office from that professional veteran representative that has served our industry for many years.

Some of these sales representatives used to sell glass syringes at list price every day. Yes, even to hospitals. Try doing that with disposables! Many of these veterans can also repair autoclaves and the “old” EKG's - in the facility!

These “pros” didn't appreciate (and probably still don't) all this industry contract business. It wasn't because they didn't understand it. It was because the wrong person was setting the price!

Veteran sales professionals may seem gruff; but not really. They could be angry, at times, because some younger sales people tried to sell the price tag rather than the product value. Remember, the veteran grew up in an age where the buyer was a stronger value for the seller. Some of you reading this column are the “pros” I am writing about. And one of these “pros” may be working for YOUR company.

We can't bring back those times. We now live in a price-cutting world. Some products are being sold for less than they were 20 years ago. However, we need to support the veteran sales representative and their consistent style over the years. How can we learn more from them to possibly bring price and profit stability to our business?

Better still, let's turn to the veteran sales representatives and seek their guidance as we grow our own territories. One of my favorite sales meetings ever, was listening to one of the Wocher Veteran representatives, John Hoffmeier. John never seemed to like me. Then again, he was 72 years old and I was about 25. After working together for several years, we both attended a training school for the new Liebel Florsheim “Urogen” Surgery Table. It was there that John and I hit it off, for some reason. We both let down our guard enough for me to realize he was experienced and successful while he realized that I wasn't just some young kid in the business for the money. FYI—John sold products for about 25% OVER list!

A couple months later, I asked our sales manager if he could have John do a sales meeting, at least for the 3 “rookie” sales people like myself. I was amazed at how this man, who couldn't stand us at first, opened his heart and mind to show us how it's “done”. How to repair, how to cold call, how to convince your customer you were worth the higher price; how to sell, he shared it all.

While the veterans are still in your camp, take the time to learn how they used to do it. You may be pleasantly surprised at how much they will help you along in your career. Yes, even in today's world! **Happy Selling! Ron**

Quote of the Issue

“There may be times when the best decision is to do nothing.”

Ray Josephs, President, Ray Josephs Associates, Inc.

Manager's Thoughts

“A good manager is a person who isn't worried about their own career, but rather the careers of those who work for them.”

H.M.S. Burns, President, Shell Oil

RADIO flier is a communication of:
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A Proposition

In our work, we have the opportunity to work with both distributors and manufacturers. So we have a rather good feel for the industry trends. You are probably wondering where to search for some great values without having to buy from several different sources. We have had the pleasure of working with several distributors recently in their conversions of products. Sometimes the values can be huge and all you have to do is open up the price list.

Case in point for this issue are Distributors A, B, C and D. A & B are in separate parts of the country and in different demographic markets. In speaking with the distributors, we found they were interested in shopping but felt the existing pricing was competitive. And it was competitive, just not as competitive as it could be.

Now we were looking at two specific areas, gauze and elastic bandages. Gauze savings were in the double digits. Elastic Bandages were too, and they needed immediate availability. But that was just the starting point. After departing these two facilities and speaking with a third, distributor C, if you will, we found a great price on alcohol preps. Being the friends we are, we called the first two and shared the information with them. Once again, double digit savings. The savings just kept on coming for Distributor A as they compared about 25% of the Dukal line with their current buying patterns. Obvious savings, high quality products, a minimum freight delivered order that was a cinch to hit several times a month and let the savings begin.

Here are just a few of the products these distributors elected to convert (after reviewing the product quality). They include Dukal sterile/non-sterile gauze, Fluff Bandage Rolls, Cotton Tipped Applicators, Tongue Blades, Isolation Gowns, Masks, Alcohol Preps, Vaginal Specula and Non-Adherent Dressings. If you want a "Tip", take a look at their new "improved" Dukal Paper, Cloth and Transparent Tapes: Another distribution winner! Meanwhile, yet another dealer, Distributor D is comparing the advanced wound care offerings including Hydrasorb Foam as we write this article.

For those who don't remember, Dukal purchased the Hermitage gauze product line several years ago. Hermitage sold many SKU's and had strong sales. So did Dukal. After all the work of combining the best of each, Dukal was shipping this combined high volume product line out of several warehouses on Long Island, NY. Once they got their hands around it, they moved distribution to Memphis, TN where it is today. The slick new distribution center flows like a river of product with orders streaming out the door at industry high fill rates.

*Consolidation of products, competitive prices, high quality products and much more to come in the way of new products. We call it "**The Dukal Value Proposition: Quality, Value & Performance is our Promise**" Just compare at least 1 item today! E-mail vfleitz@FMAinc.net for samples. **Have a Super Sales Day!***

We wish you a wonderful, "powerful" day. Make the most of it. Thanks for taking a moment to read RADIO flier. **Fleitz Marketing Associates -Your Distribution Solution!**

From the Fleitz Marketing Team:

- **Our LERP (LEad Return Program) article last issue stirred the pot with a lot of interest. FMA is putting together a package and will advise you in the future of its availability.**
- **Dukal Corporation is really into dealer support. They have launched their Support System, a series of programs designed with distribution's marketing needs I mind. The programs Dukal offers are: Customer Literature, Co-Op Programs, Sample Programs and Interactive Training. Call or e-mail Heather Llorca-Kropp, Director of Marketing, today to find out more about these exciting programs designed to increase your sales and gross profit dollars. You can reach her at 631-656-3800 Ext 111 or HLlorca@dukal.com.**
- **Thanks for all the comments on Cole Taylor from last issue. Yes, sales did double. It's not unusual to see a distributor buy 4 cases (96 bottles) of the 10SG Urine Reagent Strips these days! If you want a sample bottle, e-mail Valarie at vfleitz@FMAinc.net and she'll get one for you.**
- **Fleitz Marketing (or FMA as some refer to us) is now 1 year old! Thank you to all for your kindness and support. There are several manufacturers who have gone above and beyond to help us get FMA and RADIO flier up and running. Among many very close friends (too numerous to mention at this time in this small space), we must mention Cole Taylor Marketing, Dukal Corporation, Mabis/Duromed Industries, Omni International and Sklar Instruments for making FMA and Radio flier a reality. To quote a Karen Carpenter song "we've only just begun"! Thanks again everybody.**