



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

SALES MOTIVATOR!

From Ron & Valarie Fleitz

IN-Services Work! *Our company was not computerized, up-to-date or anything like that in our time. We always marveled at how our larger competitors were so far advanced over us. However, we would dream and somehow pull a program together so that we were competitive.*

One of those dreams I had was trying to open doors to more nursing homes in my territory. They always bought a lot of product and I needed to grow sales. Now, long term care sales in the 70's was far different than today. We sold all the basics, but nothing specialized such as enteral nutrition. However, because I had heard about all the in-services from my first nursing home I had a sit down with the Director of Nursing (D-O-N). I asked her about some ideas I had. She liked them, so I thought I would approach a few more D-O-Ns to see if they could help me enter other nursing facilities.

With the help of our Repair Department, I then created two "In-Services" on Blood Pressure Instruments Maintenance and Proper Use and Care of Suction Equipment. This opened doors of facilities that would usually forget my name as soon as I turned to walk back out the door. Though I wasn't "certified" for CEU's or anything of that nature, the facilities loved it because they needed some type of "in-service" that would benefit both patients and staff.

I presented the two In-Services to the D-O-N at Franciscan Terrace. She was impressed (and bought everything) with the rep from a far bigger company who was their prime supplier. However, she did say "If you will In-service all 3 shifts, I will let you do it." OK, realistically that mean's a real early morning and a later afternoon. I could do that around all my other calls as long as I did it on a day when I was in that area. So scheduled, the In-services were a real success. And, because I put fun into them (Fun was teaching how to keep suction pumps clean!) everyone had a good time. I even picked up items for repair that were just gathering dust waiting to be fixed! That was a plus for us (\$\$) adding new business as well as pleasing a customer with now usable items.

Then, I sent the D-O-N a Thank you note and the company sent the facility an invoice for the seminar. Of course, it was marked "no charge", but served as official documentation for both the LTC facility and us.

Yes, I did wind up sharing the business with the other rep. As a matter of fact, he and I became friends. Eventually he left his company and went to Toledo to sell Pacemakers. By then I earned his business base too.

When I started I did business with 1 nursing home. I picked up my second facility with a glass thermometer sale and the remaining 12 nursing homes were added because of "In-Services". I guess it goes to show you, sometimes you just never know what will turn that switch with a prospective customer.

Happy Selling! Ron

Quote of the Issue

"Character is the ability to carry out a good resolution long after the moment has passed."

Cabot Robert

Manager's Thoughts

"Leaders get out in front and stay there by raising the standards by which they judge themselves—and by which they are willing to be judged."

**Frederick W. Smith
CEO
Federal Express**

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

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1815 Hidden Ridge Circle
Mt. Juliet, TN 37122
Ph .615-773-7241

Fax 615-758-2927
E-mail: rfleitz@FMAinc.net
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**Omni International
Glove Glossary Word for
you to know:**

**Non-Chlorinated— The
elimination of Chlorine
treatment through use of
coatings. Call OMNI
International. @ 888-
999-6664 for FREE
samples.**

From the Fleitz Marketing Team:

- Sklar has a Care and Cleaning program available for CE credit. We are receiving overwhelming response from Surgery Centers, and Hospitals. Contact Bob Shaheen at Sklar if you are interested in presenting this 1 hour program. His number is 800-221-2166.
- Omni International has introduced a sleek new "Lite Touch" Nitrile Examination Glove. With an extremely competitive price, you can't help but go right selling this unique nitrile glove. It's the 202 series and plenty are available from Omni warehouses in Chambersburg, PA., Denver, CO and Tacoma, WA. **E-mail Valarie for free samples at vfleitz@FMAinc.net.**
- Cole Taylor Marketing "same dealer" sales are up 35% last month. Total sales doubled two months ago as new products and the new Strip Reader hit. As you can see, this whole product line is a HUGE hit!
- Mabis DMI (Duromed) introduced their brand new combined catalog. This full color 218 page catalog is filled with products for EVERY health care market. The book is divided into 17 different sections that highlight everything from wheelchairs to blood pressure and stethoscope parts. Knowing you have all of these fine products available in one book is wonderful. Realizing that most of these products are now available from four different shipping points (IL, GA, TX, NV) is priceless. For your FREE catalog, **e-mail Valarie at vfleitz@FMAinc.net and they'll send one your way.**

A Glove well worth talking about!

It's not often that you get a new product, especially a glove, that offers something unique for you to talk about. Omni International has just opened the door for their third new product for us all to talk about. It's their new "Lite Touch" Nitrile Examination Glove. What a cool product! It's comfortable to wear and is very durable.

For being an "ultra-thin" Nitrile glove, you can't help but notice the flexibility, close fit, strength and wonderful feel this glove offers the wearer. Sure, the last thing you want to talk about is gloves. Not so, because this is so unique and competitively priced, you can't help but talk about it! This is one of the best "show & tells" you may ever find. Your customers will first appreciate that the glove, being Nitrile, is latex free, powder free and of course ambidextrous. However, its greater features include "micro-texture", elongation (remember this word from a previous RADIO flier) and tensile strength. We could go on, but you really need to see and compare this glove against any other. It will win, if you forgive the phrase, "hands down".

If you are one of the many dental distributors that receive this communication, you too will find this unique glove a "must sell" for your customer. Some dental practices started using an ultra thin glove to provide better comfort and tactility. If they use an "ultra thin" glove today, they'll jump over to "Lite Touch" for several reasons. You'll really close the deal after they "feel" the Lite Touch glove when they hear the price. Yes, friends, Lite Touch is most competitively priced...even against powder-free latex! Not that we want to go see our dentist, but when we do, we know he'll love this—and we know how much he pays for his gloves. He'll love the price too.

One other thing to remember. Omni International is one of the few manufacturers in the world licensed to sell Nitrile gloves. Every Omni Lite Touch Style 202 and Blurple (mix of blue and purple) Nitrile Style 212 show the Patent Number on the box. If your nitrile gloves don't show the patent number on the box, they may not be licensed to sell nitrile gloves.

*The first containers are available and plenty more are "on the water" to fill your sales and profit projections. So join in on the fun talking about the new Lite Touch gloves and be among many of our distribution friends who are increasing their sales and profits with them too. **(E-mail Valarie for samples at vfleitz@FMAinc.net)***

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!**