



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**The Fall sales campaigns are about to begin.** Do you have your prospect list ready to go? Does your company have a "sales flyer" ready to distribute? Do you have any key manufacturers that are ready to throw some "hot" promos your way? Are you ready for action?

As I mentioned at the beginning of the summer, we need to be building our prospect list for Fall. So grab every phone book, nursing home directory, physician membership society book etc. you can, and see who's new in your territory. I would be shocked if you didn't find at least one new prospect...but don't be surprised if you find several..

Check with your Manager and verify all the manufacturer promotions of which your company is participating. Next, check to see if there are any items - overstock, specialties, etc. in your warehouse that might be considered "clearance", but "value" to prospective and existing customers. These can provide little door openings we all need from time to time.

While you are talking with your manager, make sure he/she gives you your sales & profit figures for 2006. Post those numbers on your target board and see if you can beat them by 30%! You'll do it—IF you know what the figures were. Too many times we try to sell and have no numbers to back us up/give us a score-card! We need this to visually compare and self motivate ourselves.

Take another look at your existing territory. See if you can find any adjustments that will give you more time on certain days to pick up a few additional sales calls while one day can be utilized for more research. It doesn't take a long time, just quality "thinking" time. You might even realize that by switching a Tuesday call day to a Thursday picks up new momentum from prospects you were not able to communicate directly with on the previously set day/time.

Take a look at products that may just be "so-so". Maybe you need to convert some business? Too many times we look at the "same old same old". Fortunately, we now have the business. Unfortunately, we can get too complacent. When that happens, the salesperson in you jumps in the trunk of the car while the order taker gets in the drivers seat. We can get stale and need a change that refreshes. And don't worry, you won't lose any business if you start converting business over to a new vendor. As my good friend Ken Mosher of Omni International would say "Look for the forty percent of new business that could come your way when you convert products instead of the 20% you think you might lose". Too many times we are thinking about the few people and miniscule percentage of business that could move if we make a change. You've got to think positive and it WILL happen...you will get more NEW business!.....

Anyhow, the season is NOW. Go out and make the most of it for YOUR future!

**Happy Selling! Ron**

## Quote of the Issue

**"It is time for us all to stand and cheer for the doer, the achiever — the one who recognizes the challenge and does something about it."**

**Vince Lombardi  
Legendary NFL  
Coach—Green Bay  
Packers**

## Manager's Thoughts

**"Brains, like hearts, go where they are appreciated."**

**Robert McNamara  
Former  
U.S. Secretary of  
State**

**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](http://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

Fax 615-758-2927  
E-mail: [rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net)  
Copyright 2007—All Rights  
Reserved

**Omni International  
Glove Glossary Word for  
you to know: Dermatitis—A  
general term referring to any  
inflammation of the skin; may  
be caused by irritation or Type  
IV (delayed type)  
hypersensitivity.  
Call OMNI International.  
@ 888-999-6664 for  
FREE samples.**

## From the Fleitz Marketing Team:

- Cole-Taylor Marketing, Inc. continues to increase sales for their line of Urine Strips. They offer a generic for both the number 1 & 2 strip manufacturers. The market acceptance of this product offering has been fantastic and they look forward to long term growth with all the dealers that have been promoting the product line. If you have not reviewed this product line yet, you are missing the boat! Call the Port for details before they sail without you. Contact Captain Neil (with a deal) at 818-776-9992.
- FYI—If you sell into the Corrections market, you should contact us about Omni Food Service Gloves. A fellow distributor had some very interesting discussions with a correctional company in his neighborhood and found out that they were contemplating switching from latex to vinyl. And since they only use a small percentage of powder free latex gloves in the medical department, they were going to buy Food Service gloves for ALL other uses. They say it should save just this one facility thousands of dollars annually. E-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) for your free samples of Omni's fast growing Food Service Gloves. They are used in nursing home kitchens too.

## We're Having Another Birthday!

**RADIO flier**, following the company's footsteps, is celebrating its first birthday. Our very first issue was a one page flier e-mailed on August 16, 2006. Today you are reading our twenty-third issue. Over the past year, it has been a ton of fun keeping in contact with you, and adding to the, now very long, list of people receiving this almost bi-weekly communication.

We remember when we sent the first issue out to about 120 people. Within a couple months, the list expanded to over 1,000. Today, we can document over 1,500 e-mail addresses that receive **RADIO flier**. However, that list doesn't include the many of you who forward **RADIO flier** to your entire sales team and/or staffs. We can always tell since many of those folks respond to Valarie for a catalog or a sample and ask to be added directly to the distribution list.

Over this year, we have talked about many subjects. Most importantly, you have been very responsive to this communication by writing back, adding names of a friend in the business, adding your sales team etc. As always, we appreciate any and ALL comments and input from you.

We have been delighted to talk about some great products from superb manufacturing partners in our business. They are Cole Taylor Marketing (Urine Reagent Strips), Dukal (Gauze and so many other items), Mabis/Duomed Industries (Stethoscopes/Sphygmomanometers/Durable Medical Equipment), Omni International (Medical & Food Service Gloves) and Sklar (Surgical Instruments and Sterile Trays). We appreciate your interest in backing these great companies. Many of you have started purchasing from them while quite a few of you are in the midst of transition. The Fleitz's thank you for being supportive of these fine healthcare manufacturers.

As it begins, the second year is already full of excitement. We have such a terrific industry and are so blessed to be in this, almost recession proof, business. Please don't hesitate to call us (as many of you do) to assist you with both the little and big things. You know us—we are eager to help you in any way we can.

Thanks for making the first year a huge success. All the best to you as the next season starts to unfold. After all, we've only just begun!

**Have a Super Sales Day and Year!**

**Ron & Valarie**

If you would like to start receiving **RADIO flier**, e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and request to be placed on the distribution list. 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!**