



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Pull out of that Slump!** You say you aren't in a sales slump? Great, we are tickled to death for you... However, I'll go back to the old Cliff Fleitz (my Dad) adage, "You WILL lose 20% of your business this year. Therefore, you will need to pick up 30% in new business to at least show a 10% gain." Markets and economic factors aside, let's take a look and make sure YOU are on the right track.

Mediocre sales people tend to complain/not explain level sales numbers as "Our price is too high", "That nurse is impossible to sell!" "We don't offer quick enough delivery", WHAAA, WHAAA, WHAAA! Catch my drift? If you are one of these people, be careful, because the next words coming out of your mouth may be (to a fellow sales rep) "Hey, aren't your prospective customers tough to convert also?", "My accounts just don't like that new power widget".... "They don't show any interest in our company". This person can persuade others to his/her negative thinking. The next phase erodes into fewer sales calls because they are afraid of rejection. I'd bet a couple bucks this sales rep also has sales leads sitting in the "in basket" awaiting potential failure. (Which is why they will be in the "in basket" until the next sales rep comes along.) The next comment justifying their zero efforts becomes "They probably don't have the money to pay for it anyway!" As Zig Ziglar would say...this is "Stinkin' Thinkin' ". It's time for you to WAKE UP if this describes YOU. You may have lost all that sales pzaazz!

When you are thinking sales are stagnant, you have to get into action! Another Zig Ziglar comment is "Respond, don't React". Reactions can be the old "kick start" when you run to a motivational program, hear what you need to hear, and then come out with a "Wow I am great" attitude. Within a week or two, you are back at being mediocre again! That's why I like the "respond" comment. You know, if you are truly a sales person, realizing that you need an adjustment stimulates what's inside and you self motivate to a higher level. That doesn't mean a seminar is bad for you. (Go see Zig for yourself!) What it really means is that you will find something of substance in a presentation which becomes "fire-in-the-belly" for you. Add that to your inner motivation and back on track you go!

For some of you, just getting past Labor Day requires a significant amount of motivation. It's not because you were lackadaisical. Sales reps knew for a fact that many people were on vacation, long weekends, etc. and that could somewhat subdue our enthusiasm. Now that all hands are "back-on-deck", seeing more customers regularly and hitting more "prospective accounts" is all that it takes for a really good sales rep to become revived and GREAT again!

Where are you today? More importantly, where will you be tomorrow? Let's hope you are not mediocre. Maybe reading up on some product information, contacting a manufacturer, and learning something new will also be a great refresher. Sales is a career, and like any professional, we need to constantly enhance our abilities while igniting the passion within. "Kick it in gear" and have the best year you could ever imagine!

**Happy Selling! Ron**

## Quote of the Issue

**"If people knew how hard I have to work to gain my mastery, it wouldn't seem wonderful at all"**

**Michelangelo  
Italian Painter &  
Sculptor**

## Manager's Thoughts

**"Hard work means prosperity; only a fool idles away his time."  
Proverbs 12:11**

## HIDA

**If you are going to HIDA next week, e-mail me at [rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net). I would love to see you.**

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## From the Fleitz Marketing Team:

- Cole-Taylor Marketing, Inc. has expected values established with the following urine controls: MAS, BIO-RAD, KOVA, & QUANTIMETRIXS. Contact Cole-Taylor Marketing, Inc. for expected value sheets. You should also note that Cole-Taylor Marketing, Inc. CTMI Urine Strips will appear on the next **CAP REPORT**. Their appearance in the CAP REPORT gives you great credibility with the labs and offices that run controls and participate in the CAP proficiency surveys. Just another reason why the Cole Taylor CTMI Urine Reagent Strips offer you the highest quality sale. **Call Neil at 818-776-9992.**
- Activity continues to increase for Omni International's new Ultra-Thin Nitrile Glove. What a winner it is and **WILL BE for YOU**. Need a sample? **E-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net)** and she'll have them sent your way.
- Have you seen Dukal Underpads? They are great for all markets. **E-mail Val at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net)** for a sample.
- We want to take a moment and wish all our Jewish friends the blessings of the season as they celebrate Rosh Hashanah and Yom Kippur over the next few weeks.

## FMA Book Review—How about this sales tool!

*It's not often we get new sales tools to play with. Especially, one that fits multi-markets. That's why we want to share the wealth of the new Mabis/Duro-Med (DMI) Catalog. It is a winner! Sales representatives who call on physicians, clinics, EMS, occupational health, long term care, home health, acute care....heck if you call ANYWHERE, this new catalog is perfect for you.*

*Mabis/Duro-Med's new 220 page catalog combines all the great Mabis and Duro-Med products, previously in two separate books, to ONE. That is well over 5,000 products! This goes along with their three-fold new focus—**One Company, One Vision, YOUR Source.***

**One Company**—In case you were not familiar with **Mabis**—they are a recognized leader servicing the acute, non-acute, professional, long term care and home healthcare markets. **Duro-Med (DMI)** has built a solid reputation in the home healthcare industry as a reliable manufacturer and supplier of one of the most comprehensive lines of durable medical products in the industry.

**One Vision**—Mabis/Duro-Med is driven by a genuine interest in their customer and desire to serve their distributor and the distributor's customer. Fostering innovation, teamwork and a customer driven philosophy, they continually evolve to support your business in a competitive and ever changing market.

**YOUR Source**—Mabis/Duro-Med is dedicated to serving YOU! Their commitment is to continually strive for excellence through innovative ideas, progressive services and knowledgeable product support.

One important thing that you need to know...Mabis/Duro-Med offers a toll-free customer support line which is printed on every package to provide direct consumer support on product questions, product use, etc.

*Now that you know a little bit more about them, the catalog itself is a bundle of great information. If we were still selling in the field as sales representatives, we would love to carry a new Mabis/Duro-Med catalog with us. If you are calling on doctors, how many times have they asked for "home health" related products? Maybe a transport or wheelchair for the office? At the same time, Mabis' superior line of sphygmomanometers, stethoscopes and every type of thermometer imaginable is also at your finger tips. Long Term Care dealers will love all the above, plus the versatility in that virtually every section (all 16 of them) from Respiratory Care to Fitness offer values and superior product options for your customer.*

*Like we said, if we were in distributor sales today, we would want a copy of this brand new catalog at our finger tips on every call. Both of us want you to have your very own copy of this great new catalog to help you increase your sales for 2007. **Just e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net)** and we'll arrange to have a brand new Mabis/Duro-Med Catalog sent for you to enjoy. **Have a Super Sales Day! Ron & Valarie***

**Thanks for taking a moment to read RADIO flier. If you would like your sales team 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. [Fleitz Marketing Associates -Your Distribution Solution!](http://www.fleitzmarketing.com)**