



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Avoiding Time Traps!** *Labor Day has come and gone and I, like many of you, find myself really digging in. Like anything else, we need to avoid "time traps" in order to build upon our business. The following are a few I try to avoid as well as solutions.*

**Lack of Planning**—*Do yourself a favor, write down your plan on paper. I use my simple day/journal book to list my goals and obligations. It can be big/small, skinny/thick. Many of you are more sophisticated and use electronic media. Whatever YOU like, USE IT!* Solution—Make a daily plan for everything you need and want to do and live by it! As your day ends, check over all and move undone items over to the next day. Don't plan too much to avoid unnecessary re-writing.

**Questionable Accounts** —*Whether they be existing or prospective customers, can you afford to call on them? DO they have enough business? Remember you can always move them to a quarterly call instead of more frequent.* Solution—Continually classify your accounts. A accounts are higher, E accounts are lower.

**Telephone-Time**—*How about using the phone a little more with existing accounts in order to free-up some extra time for NEW customers? YOU NEED NEW CUSTOMERS! Don't go overboard, but you will be amazed at how a little more calling will enhance your productivity...not to mention your "sales esteem".* Solution—Use your cell phone for C, D and E accounts whenever possible.

**Going in Circles**—*Do you find yourself at times looking in the mirror wondering what you just did? This is the next stage of "Lack of Planning" above.*

**Traveling in Circles**—*Going out of your way is horrible on time and gas.* Solution—Buy 2 maps of your territory. Take a map with you everyday for two weeks (1for each week) and highlight (with a different color) each day's travels on each street. You may be surprised how many times you were in the same area twice or more. Could you have used a phone call instead? This exercise can be priceless.

**Paper Work Blues**—*It could be expense reports, bids, anything. Most of the time it is "Call Reports". Sales people can be bad at this. You can make them easier! Keep your call sheet handy enough that when you walk out the door, you are able to write the information your manager wants on the sheet **BEFORE** you walk in the next door. Folks, if you don't hand them in **when they are due**, the fact is your manager knows you are "fudging".* Solution—Complete paper work early or late: **DAILY**. Follow my home state OHIO...**Only Handle It Once!**

**Time Theft**—*Why aren't you accomplishing all you need to do? You would be surprised at how we can USE our time.* Solution— Keep a two week daily log to determine what you are doing with your time. It's a shocker!

IT'S MOST IMPORTANT THAT YOU REVIEW THESE LITTLE TIME TRAPS ON A REGULAR BASIS. *This is probably one of the best times of the year to take a few minutes to gain a few hours.*

**Happy Selling! Ron**

### Quote of the Issue

**"Success occurs when opportunity meets preparation"**

**Zig Ziglar**

### Manager's Thoughts

**"You can dream, create, design, and build the most wonderful place in the world...but it requires people to make the dream a reality."**

**Walt Disney**

**RADIO flier is a communication of:**  
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## from the Fleitz Marketing Team:

- DUKAL has introduced a new 20 page electronic catalog which would be a great addition to your laptop. It's Free and Valarie would love to send you your own copy. Just e-mail her at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and one will be sent to your "inbox". Another great resource from DUKAL.
- Over the course of time several of you have inquired about Lead Testing. There is a CLIA –waived test available and one of our distributor friends will be delighted to supply you with this test if you don't have current availability. E-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and she'll forward your name.
- Cole Taylor also says thanks for those who inquired into the CAP testing (last issue of RADIO flier). If you would like more information on CAP Testing, please call **Neil Schneider at 818-776-9992.**
- It was great to see so many friends at HIDA. Thanks to all of you who we either talked to on site, via phone or met with individually. It was perhaps our best show ever. We just ran out of time. It's exciting times and FMA is ready to work with you. Just give us a call at 615-773-7241.

## Looking for success.....Look at SKLAR

*Although Sklar has always been known for instruments (We've been selling them since 1972) , Sklar is not just an instrument company. If you look at ALL they have to offer, you might be very surprised.*

*In an earlier article, we mentioned their Long Term Care related products (RADIO flier 6/4/2007). Today we would like to share some other opportunities for which they are well known for high sales.*

**Custom Sterile Kits**—You name it and they can make it! We've talked about these many times (featured in RADIO flier 1/15/2007). Few manufacturers offer this huge selling opportunity for independent dealers. (E-mail Valarie [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) for a complete catalog).

**Sterile Instruments**— You would be amazed at how many Physician and LTC dealers buy these!

**Sklar Instrument Care and Sterilizing Solutions**—One of the most comprehensive lines available for dealers to sell.

**Sklar Safe Safety Scalpels**—Single hand safety operation, precision "English made" blade, sturdy "sure grip" handle, audible click when sheath is advanced to the locked position, OSHA compliant and individually sealed in sturdy film and Tyvek pack.

**Monsel's Paste** - for LLETZ, LEEP and Laser surgery.

**Lugol's Solution**— for Colposcopy.

**Sklar Laparoscopic Systems**— A complete selection at very competitive prices.

**Sklar-Tite Containers**—Light weight aluminum containers to sterilize the most delicate instruments. **Baskets, Filters, Cushioning Foam and Silicone Mats** are also available.

**CATALOGS**— Sklar has a catalog for every need. Including **Care & Cleaning, Stainless Steel ware, Laparoscopic, Sklar Sterile, General Surgery, Surgi-OR, Physician, Female Patient Care, Econo-Sterile. Ob-Gyn, Merit and Veterinary**, to name a few. They also carry a comprehensive assortment of sell sheets for virtually every instrument application.

For copies of any of the above, e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) or call **Bob Shaheen at 800-221-2166.**  
**Have a Super Sales Day! Ron & Valarie**

It's hard to believe the 4th quarter starts on Monday! Thanks for taking a moment to read RADIO flier.  
We wish you a wonderful, "Powerful" day. Make the most of it.

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