



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Is it time for a vendor change?** *I can't tell you the number of times I presented sales meetings to distributor representatives over the years and repeatedly heard..."I am so tired of quoting a price and having a sales representative from another company stop by and do nothing, but beat the price on the SAME item. " **If that be the case, change the vendor, not your price!***

*Our industry has some of the best vendors any industry can claim. Most all of them are courteous, appreciative and pro-active. One thing that differs is some sell more than others. At the same time, many "not-as-popular" vendors who offer the greatest sales and profit opportunities are doing so for a good number of distributors, not necessarily yours. When a vendor is more regionally proprietary in nature (select distribution), distributor margins increase. When neat things like that happen, distributor sales management looks stronger toward that vendor.*

*You may say, "Where are these vendors today?" Well folks, they **are** out there. And some of your competitors may be using them! The reason your company may not see them is because your company could be perceived as "set in your ways" .... Your company may have been approached, but management didn't show any interest. Or the vendor already has selected (or is in the process) a distributor to handle their product line in your region or locality. As much as there may be consolidation in the market, there is also selectivity.*

*So you see, there is opportunity "in them thar hills". Probably the toughest part of making a change is that you as a sales person—or sales team—need to adjust what you are doing. As with anything, and as they say in sports..."no pain—no gain". Same does it with your profit margins and new sales opportunities. If you want to make MORE, you have to SELL. Anyone can write an order, few can really sell.*

*I have said at many sales meetings (holding up the product) : "Who sold this "Brand A name item" today? Actually nobody sold "Brand A name item" today. Someone sold it a long time ago. You just wrote an order for it— today. What have you converted the customer too? For instance, did you **sell** "alternative product (Brand B)" today? If you have "changed" the product, then you truly have sold something today! There is a lot of pride in making a sale. "*

*The next time you become aware one of your customers ordered Brand A (which **you** presented to them) from a competitor - for a lower price, you ought to find Brand B -**quick!** There are alternatives in the market.... As a matter of fact, there are many high quality alternatives in the market. You can't be an "order taker" if you accept this challenge! It really takes a sales person to make the difference. The pay-off is for the person who can sell Brand B over Brand A. Go ahead, as you make the change, enjoy accepting the higher sales, profits, and the new relationship your new vendor, Brand B, can bring.*

**Happy Selling! Ron**

### Quote of the Issue

**"The average person puts only 25% of his energy into his work. The world takes off its hat to those who put in more than 50% of their capacity, and stands on its head for those few and far between souls who devote 100%."**

**Andrew Carnegie  
American Iron & Steel  
Manufacturer**

### Manager's Thoughts

**"A problem well stated is a problem half solved"**

**Charles F. Kettering  
Inventor**

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## from the Fleitz Marketing Team:

- **DUKAL's** new **N95 Mask** is available and should be considered for stock inventory in every distributor. You never can tell when this mask may be needed with the potential risk of the "bird flu". We recommend that every distributor keep several cases in stock at all times. **We'll get you a sample at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net).**
- **Omni International** reports extremely strong sales growth with **sales up well over 30%** in second quarter 2007. Their new "Ultra Thin" nitrile glove sales are HUGE! If you haven't tried on Omni's NEW "Ultra-Thin Nitrile glove yet, let us send you a couple pair. E-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and you'll get the opportunity to try them yourself.
- We highlighted **SKLAR** last issue. Their **sterile trays** continue to gain popularity! Let us know if you would like a sample. E-mail [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and we'll have one sent your way.
- **Cole Taylor (CTMI)** is now listed with the 4 major control companies including **CAP** and **API (American Proficiency Institute.)** With these listings, this gives **CTMI Urine Strips** major credibility in the market place and should give dealers a comfort level not found in other generics that may offer lower pricing without the track record. Also, since CTMI has a **reader**, it **gives Cole Taylor a SYSTEM well worth reviewing.** **Cole Taylor** also offers a 100% guarantee that if an end user is not satisfied with their quality, sensitivity and reliability they will replace the product to the dealer without question. For more info **contact Neil at 818-776-9992.**

## Smart **Retail** Venture!

*Mabis/Duro-Med Industries (Mabis/DMI) has recently very wisely created a new "**Merchandising Solutions Program**" to assist all distributors in their **Durable Medical Equipment (DME) business.***

*It's very evident their newest venture was well planned as smart marketing is woven throughout the total "hands-on" promotion. A preview offered by Mabis/DMI at Medtrade was **well** received. As you read further, the value of the total merchandising solutions becomes obvious.*

*The program is easily viewed in a tri-fold brochure which visually explains the free standing spin rack as it holds a variety of merchandising category combinations. Patricia Harrison, Marketing-Communications Coordinator (Mabis/DMI) further explains this "will allow the store to select a mix that best meets the needs of their particular customer base..."*

*In addition to the booklet, a price list, easy-to-read Planogram (with color photos!), reorder tags, and reorder forms are **all** provided with every order. Mabis/DMI is very nicely offering a full reimbursement program, according to Patricia, through a series of reorders that will offset the **initial** cost of the fixture.*

*The primary goal of the program, Patricia adds "is to continue to bring awareness to the DME's that, moving toward a retail environment, can really help increase business and make up some dollars they may be losing".*

*If you would like more information on the Mabis/DMI Merchandising Solutions Program, to receive the new "**gotta have**" full color brochure, price lists etc., e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net). We'll arrange for Mabis/DMI to forward your request.*

**Have a Super Sales Day! Ron & Valarie**

Thanks for taking a moment to read RADIO flier. There are less than 40 GOOD sales days left this year.  
Make each one a wonderful, "Powerful" day.

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