



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 2 ISSUE 5

NOVEMBER 7, 2007

SALES MOTIVATOR!

From Ron & Valarie Fleitz

Ahh—That Prospective Buyer! I've been blessed to be in our great and varied industry. Over the years I have called on hospitals, nursing facilities, physicians, police, fire and rescue, industry... many types of customers. In working with manufacturer's, distributors, and end-user customers, it's good to look from the ground up to "check-in" as to how we are doing.

As you try to increase your business with new and prospective customers, consider the following thoughts I have assembled keeping your prospective buyer in mind. Be true to yourself, and you will be sincere to the customer as you delve into my "**Thoughts from the Buyer**".

- Know as much about me as you can BEFORE you first contact me.
- Upon your first visit/call—DON'T TELL ME ABOUT YOU. Ask about my interests - expected service levels, specific products, logistic solutions etc. You come later.
- You don't have to wear a tuxedo, as I might not measure up. However, how you dress does tell me how important I am. Therefore, the ball is always in your court. Am I a sport coat account (with or without tie), a golf shirt and khaki outfit, or a suit account? You see, you don't necessarily know who I buy from and how I rank with them. On this first visit, by the manner you dress, I will know how I rank with you (or vice versa)! FYI- It's easier to remove your tie in the car, or set your sport coat aside as the appointment begins....However, do remember, "You can't put on what you don't have along!"
- "Think light to be alright" regarding your cologne choice, make-up, accessories etc. One never knows the preference of your customers. If you smoke, think twice about lighting up before appointments—the smell can linger.
- Since I will be buying products, be smart at the onset and put me at ease: leave politics/questionable topics outside.
- Please do share products and services with me—especially how they may better help us serve our patients.
- When I talk-LISTEN-and take notes if necessary. I don't have to say it twice to the person I have been buying from.....
- If you get my business—be ready to probe for new products. Show me products comparable to what I am buying and how we can save! DO show me everything new; and **don't ever take my business for granted**. Someone will always be waiting in the wings for your misstep.
- I don't expect the lowest price every time. However, I don't want to be gouged! I'll allow a competitor to nickel & dime you without question. However, dollars add up.
- Remember this, I buy from the heart as much as I do with my head. I want your relationship and trust. Be straight and honest- always. If by some chance you or your company make a mistake, just admit it... I can tolerate error. But I have never understood, nor accepted lies.

Now take these thoughts and consider them well! With enough planned communication, you may surprise yourself as you "cold call" - to make you and your company stronger and more savvy in the making money business.

Happy Selling! Ron

Quote of the Issue

"A Professional is one who does his best work when he feels the least like working."

Frank Lloyd Wright

Manager's Thoughts

"Communicate all information to all employees all of the time. Break down the barriers between organizations, departments and employees."

Unknown

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**Omni International Glove
Glossary Word:**
**Polyurethane—Various
synthetic resins that can
become flexible or set
when heated and that are
used for coatings,
padding, insulation,
adhesives and medical/
industrial gloves. Omni
International has the most
comfortable gloves your
customers will ever wear.
Call OMNI 888-999-6664.**

From the Fleitz Marketing Team:

- Thank you for your patience with us as we closed the office for the first time to celebrate our youngest daughter, Vanessa's wedding. (You may have met her at a sales & marketing conference in Orlando, April 2006). By now, we've caught up with everyone—let us know otherwise! We're gratefully rejuvenated and ready-to-roll.
- Cole Taylor Urine Test Strips (2, 4, and both 10 parameter strips) continue their high sales growth. All of us Thank You very much. ——— We are extremely interested in running sales promotions with your customer service team. Cole Taylor has run quite a few of these type promotions with huge distributor gains, both in sales and especially in profits. All you need to do is contact us and we'll get you set up. You may contact either **Neil Schneider**, at Cole Taylor (CTMI) at 818-776-9992 or us at FMA @615-773-7241 / e-mail vfleitz@FMAinc.net.
- Last month we presented the Mabis/Duro-Med Industries Merchandising Solutions Program to assist you in your DME business. If you have a showroom, you need to speak with your Mabis/Duro-Med representative about this simple yet, creative new marketing opportunity! We can also help. Just e-mail us at vfleitz@FMAinc.net and we'll have a Mabis/Duro-Med rep contact you about this great visual merchandising program.
- Don't forget, SKLAR can supply all your Custom Sterile Kit needs. Just contact **Bob Shaheen** at 800-221-2166 and he'll work with you to create the custom kit your customer needs.

Omni International & Dukal Heating Up Opportunities for YOU!

We first started talking about this glove in one of our July 2007 **RADIO flier** issues. It is the **Lite Touch**—“ultra thin” nitrile glove (Series #202) from Omni International. This glove has great profit and sales opportunities in many markets. Sales have grown steadily in dental, physician and acute care. The Omni **Lite Touch** glove is so close in price to powder-free latex, it is stirring up the pot. And yes, due to it's very competitive price, even long term care centers are looking, knowing a good item when they see it!

They are packaged 150 per box, 1,500 per case. And folks, it's not hard to sell it in this configuration. All you need do is show your customer the price per hundred—they can do the math.

Don't just take our word for it- e-mail us at vfleitz@FMAinc.net and let us have samples sent your way. Once you touch and feel this high quality exam glove- you too will be impressed! Many distributors are growing their sales daily by converting customers to the **Lite Touch Nitrile Exam Glove**.

Another item of interest are the new “**Sell Sheets**” from **Dukal**. The dandy Dukal folks have assembled several informative lists of reference compiling high selling products based on the respective market. They currently have selling sheets for Acute Care, Long Term Care, Home Health, EMS, and the Physician's Market. The physician's market is broken down into seven categories: general, dermatology, plastic surgery, ophthalmology, orthopedics, podiatry, and ob-gyn. These info sheets highlight the most popular Dukal products per market.

You need to have these at your finger tips! They can be easily mailed (copies) or e-mailed to your customers - referencing the Dukal products you recently presented. For a copy of all the selling sheets, simply e-mail us at vfleitz@FMAinc.net and reference “Dukal”. We'll make sure they are sent your way.

A Super Sales Day to You! Ron & Valarie

We hope you enjoyed RADIO flier-thanks for taking a moment to read it. Enjoy developing those prospective customers, because there are less than 30 GOOD sales days left this year! We wish you a wonderful, “Powerful”, day. Make the most of it!

Fleitz Marketing Associates -Your Distribution Solution!