



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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THANKSGIVING, 2007

## SALES MOTIVATOR!

From Ron & Valarie Fleitz

### ***You don't always have to have an order to say Thanks!***

*When you get an order or if anybody ever does anything for you, an automatic reaction should be to say thank you. Of course, there are millions of other reasons to say thanks also. One particular way I created saying "Thank You" was to pry open an account many years ago. Ironically, it was at Thanksgiving.*

*The story goes....There was a particular customer who would never give me the time of day. After repeated visits over several years, I was on the verge of walking through the door one last time. Knowing I would hear the "get lost" comment (paraphrased) again, I decided to drive on by. I then headed to the corner drug store and picked out a "Thank You" card, which I immediately filled out back in my car and dropped it in the nearest mailbox. My comments went like this.*

Dear \_\_\_\_\_,

Thank you for allowing me to do my job. I understand your loyalty to your current supplier and appreciate it. I have been calling on you because you are a satisfied customer of XYZ company. One of these days, I hope to earn your loyalty as well. I will be making one last stop to say hello on November \_\_\_ and will drop off a our new calendar for 1978. If you will give me just two moments, I would like to say Thank You and wish you a wonderful Holiday Season.

Sincerely, Ron

*When I stopped by, we fortunately had several laughs over my calendar comments. She told me how much she appreciated my comments on her loyalty to my competitor. Furthermore, she suggested that I continue to call on her. From that point on, she allowed me to share her loyalty and gave me more than a third of her business. After all, she was the DirectOr of Nursing for a 175 bed facility. Pretty good return for a 50 cent Thank You card! **Happy Selling! Ron***

## HAPPY THANKSGIVING!

Both of us wanted to take a moment to say **THANK YOU** to you...our loyal readers and sponsors.

Without the interest and enthusiasm of these fine manufacturers, **RADIO flier** just wouldn't exist. We ask that you consider **COLE TAYLOR, DUKAL, MABIS/DURO-MED, OMNI INTERNATIONAL** and **SKLAR** the next time you consider ordering the type products they manufacture. They have been very loyal to FMA as well as a growing number of distributors.

And a special **THANK YOU** to our thousands of readers. We appreciate your time, comments and loyalty. **May you and your families enjoy a very blessed, safe, HAPPY THANKSGIVING ! Ron & Valarie**

### Quote of the Issue

**"Nothing is particularly hard if you divide it into small jobs."**

**Henry Ford**

**Founder  
Ford Motor Company**

### Manager's Thoughts

**"Good treatment of workers results in similar treatment of customers."**

**Todd Englander  
Incentive Magazine**

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