



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron & Valarie Fleitz

Yes... You too can do Market Research Here it is, the end of another prosperous year. Some companies spend thousands of dollars seeking this information. If you are in small manufacturing or distribution, you don't necessarily have the discretionary funds to employ these professional services. However, did you know YOU can actually perform your own survey? All you need is time and your own knowledge. Who knows you may choose to do this research on a semi-annual basis. You need an Index Card Box, Index Cards, alphabetical dividers, pen or pencil, and your brain. Just ask yourself these important questions below. (Vendors reading this should adapt accordingly to distributor related items).

- Who are My customers? Write each one down on an index card.
- What do I know about each one? Write a line or two about each one. Type of account, # of beds/doctors, #of exam rooms etc.
- What products do I recall they buy? Write them down.
- What products do they buy from us? Use a highlighter. Continue answering all these questions on the index card.
- Which competitors call on this account?
- What does this customer think of these competitors?
- What does this customer think is our strength?
- What weaknesses do we have according to this customer?
- When was the last time I spoke with the Director, Physician, Administrator, Business Manager?
- What do they think about our company?
- Do I owe this customer any further information, pricing etc?
- As a sales representative, how have I done with this account?
- How does my customer rate my representation and services?
- WHY DO THEY BUY FROM ME?
- WHY DO THEY BUY FROM OUR COMPANY?
- If they don't order from our company today, what can we do to gain their interest?

The mere fact that I present you with purchasing an index card file box, you know that I am old school. However, don't throw this idea out. With all the fancy contraptions offered sales people today, you don't want to get flight simulator bogging down your PDA- lest it crash! In reality, what a better way than to jot down notes directly on the index card as you walk/work in the facility. Whatever you see; start writing. (You can actually be more discreet using a ledger/folder.) You'll be amazed at how much market research you will then be compiling after your first visit with the "index card". I guarantee that you will start developing a business plan after filling out the first 20 customer's cards. You will be astonished at what you find out when you start calling on the customer's with your cards. Notice—each nursing station. As you walk by, be aware of what is in exam room 1,2, etc.

As you settle down for the holidays, consider this market research for every account in your territory and stick to it. You will be amazed at all the new sales opportunities that are now at your fingertips. More importantly, your customers will be impressed by how much you do know (and should!) about them. In actuality, you will be in a prime position as an Equipment and Supply Consultation Specialist. Now that your prep work is completed, reap deserved rewards and start selling!

Happy Selling! Ron

Quote of the Issue

"You improve by playing the good teams. The effort is the big thing. If we play hard, the best I think we can, and still lose, then I have to be pleased regardless of the outcome."

Dean Smith -College Basketball Coach

Manager's Thoughts

"Effective managers live in the present-but concentrate on the future."

**James L. Hayes
President & CEO
American Management Association**

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Fleitz Marketing Associates, Inc.

1815 Hidden Ridge Circle
Mt. Juliet, TN 37122

615-773-7241

615-758-2927 FAX

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Fleitz Marketing Associates, Inc.
1815 Hidden Ridge Circle
Mt. Juliet, TN 37122

Fax 615-758-2927
E-mail: rfleitz@FMAinc.net
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From the Fleitz Marketing Team:

- Cole Taylor Marketing wants to say a BIG thank you for another growth month. November saw many new dealers ordering their Urine Test Strips. Average orders continue to grow with many dealers ordering well over 100 bottles per order. Neil and Audrey Schneider thank you.
- For those dealers who sell to institutions, several dealers have picked up on Omni International's Food Service Gloves and are making headway into new areas. Your big payoff is picking up NEW business with an existing customer. If you haven't yet—put your "creative cap" on. One dealer has already contacted a state prison system who is seriously considering the product. And, Omni's food service gloves have the distinction of being certified by NSF International—The Public Health and Safety Company who is the world leader in standards development for the food service industry.
- If you ever see anything in RADIO flier that you would like further information or details on, please do not hesitate to request it by e-mailing Valarie at info@FMAinc.net.
- **HAPPY HANUKKAH to many of our friends. May the blessings of this wonderful season be with you and your families.**

Holiday Shopping List!

We have assembled a quaint little holiday wish list for your customers. No need to wonder what to get them for the holidays, why not just sit back, relax and think about what you would like them to BUY from you.

For Oncology and EMS—they will love the model #212 Nitrile exam glove from Omni Int.. This strong glove gives all the qualities an EMS person needs working on patients in the street at an accident scene as well as being a "Chemo" glove" (oncology accounts will know) for half the price. A truly great present-for them to buy from you! (Market Research shows HIGH sales by some great dealers on this product. Ask us for samples!)

For Home Health—Mabis/DMI's new Merchandising Solutions floor rack is free-standing as well as functional. You home health folks will love putting about 12 linear feet onto this high class revolving display system. If you are in Home Health, you should have two of these units. (Market Research says you can sell twice as much with two units). Heck, we have even thought of putting one in our foyer (so we can show friends what FMA work is all about)!

For the doctor—Show and tell the doc's nurses how much he/she will love their new Mabis Signature Series Aneroid Sphyg and Low Profile Cardiology Stethoscope. They will listen to all your future sales pitches because the clarity and accuracy are soooooo good. And they will love the guarantee too. (Market Research says the Doctor will want one of each for every room.)

The Lab Personnel will jump for joy when they buy their Cole Taylor 10SG Urine Test Strips from you. They know high quality, accuracy, and savings are always included. (Market Research proves everybody wins).

For the facility—Gauze products that are "second to none " with just about every variety your customer can imagine—from Dukal. You might as well save them more money recommending their wood products, alcohol preps, apparel and more. (Market Research says you will find at least one new product to feature by looking in your Dukal catalog.)

Our ace FMA Research Team knows that if you put these items down on one index card per market and carry it into each account, you'll be happily surprised at how many items you will start selling. As more and more of you are doing, e-mail Valarie at info@FMAinc.net to request anything you wish from this page. We 'll be delighted to forward your information request.

A Super Sales Holiday to You! Ron & Valarie

We hope you enjoyed **RADIO flier**-thanks for taking a moment to read it. Now, get your Index Cards and boxes and start "researching" your customers. You will be amazed at the results! We wish you a wonderful, "Powerful", day. Make the most of it! **Fleitz Marketing Associates -Your Distribution Solution!**