



RADIO flier

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

What do you mean you can't add that many prospect accounts?

Remember, last issue I spoke about adding 44 new prospect calls and achieving at least 14 new customers between Labor Day and the end of the year. Some of you might think that's aggressive. I hope you do, it is aggressive and all of you should do it.

I challenge all of you who have any spare time in your day, add at least one cold call. If you are writing less than 1.5 million in primary care and less than 2.3 million in LTC, I guarantee you

either have time, or you need Time Management.

I know, some of you will read this and make one cold call then skip the rest. Hey, the only person you are hurting is YOU. How can you allow yourself not to work to your potential. Everyone of you in sales has free time during the day. And if you think you don't— Did you really need to have lunch?

OK, I won't go that far. So, How do you add more customers? Visit them. Follow up with them. Call them on the phone if you can't make it to see them on your scheduled day. That's communicating with CONSISTENCY. You

can't call on prospects "hit or miss". They need to merge into your rotation with everyone else. Otherwise, just go ahead and let your competition have the account. If you don't call on them, then you don't want or need them. In that case,, your company may add another sales rep to call on all the accounts you are walking by.

Some distributors are considering this option. It eliminates geographic territories while adding to the company account listing. Think about it! I'd start making cold calls!

Happy Selling!
Ron

Quote of the Issue:

"What you do speaks so loudly that I cannot hear what you say."

Ralph Waldo Emerson

Keep in touch and send E-mail addresses of anyone who would appreciate this communication.

Our e-mail address is: rfleitz@FMAinc.net, our phone numbers are **615-773-7241 Office** **615-479-3453 Cell.** **Your e-mail address will not be shared.**

Distributor News

UNITED GROWS AGAIN in 2 WAYS

United Medical Supply in Greensboro, NC has done it again. They have moved up the street to a larger building AND they have once again grown their sales.

United is a 31 year old distributor in the

primary care market and has shown strong success over the years.

They will need the extra space as they have broken even more records lately. August 2006 was their strongest month ever. Reflecting back, President Terry Burris remembers that they did more sales in

August than they did their first year and a half in the business. Congratulations on yet another big growth spurt for United.

Got NEWS? If you have news about your company or market, e-mail or call us and we'll publicize your good news too.

Radio flier is Growing!

This week we surpassed 450 recipients for this publication. We like to call them readers too. Radio flier is now distributed to over 140 medical surgical distributors. Thanks for your **support!**

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

Phone: 615-773-7241
Fax: 615-773-7241
E-mail: rfleitz@FMAinc.net

RADIO flier is a communication
of: Fleitz Marketing Associates Inc.
1815 Hidden Ridge Circle
Mt. Juliet, TN 37122

615-773-7241 Office - 615-479-3453 Cell
www.FMAinc.net
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Flu Vaccine is Flowing

We spoke with over twenty distributors in the last week to find out the scoop on flu vaccine. The good news is this year's supply seems to be arriving at a steady pace with most distributors having ordered from "at least" two sources. They tell us that product is selling between \$114.00 and \$138.00, depending on market area and of course the purchase price.

Several markets were surprising. For instance one area of the country where you would expect very competitive pricing is actually where some higher end pricing was found.

Most of the distributors say their supplier(s) expect the almost weekly flow of product to continue. By the way, don't forget to get your company lined up with the new Pedigree that takes effect in the next few months. If you sell any pharmaceuticals, you'll need to know the details. Look at the HIDA.org website or ask your wholesaler for information.

SHOW and SELL UP!

Over the last several weeks, I have been fortunate to run into many friends I haven't seen in awhile. One of those old friends is Ken Mosher of Omni Gloves.

After what seemed to be a lifetime stint teaching us seasoned 25 year plus veterans how to present, sell and keep our "Unisize" glove business, Ken is now selling other "types" of gloves as President of Omni International, a major glove supplier throughout North America.

I can remember way back when Ken would tell me that you needed to have at least two glove suppliers in order to assure your company will have product

available at all times. Thanks to Ken, our old company in Cincinnati utilized his words and always maintained an adequate supply of gloves. (Omni is a company you should consider).

As you know, latex has been very persnickety over the last year and caused major headaches for us distributor people.

It got me thinking about those days when Ken told us about the uniqueness of "unisize". Now, if I were selling today, I might very well consider "showing" the nitrile product benefits to all my customers. Ken also mentions that distributors are using the powder-free vinyl along with nitrile to offer a complete

"synthetic" glove offering.

Why stay in the battle for little to no profit on latex. And with all the price fluctuations, hasn't latex been embarrassing to discuss?

Therefore, nitrile & vinyl here I come. How about you? Just as Ken told us all about the "unisize" gloves years ago, he can now tell you about "nitrile" and why it should be in your future. Call Ken at Omni International 888-999-6664 if you are interested and would like samples of any of Omni's fantastic product line. Or call me at 615-773-7241 and I'll help.

Have a Super Sales Day!

That's all for this time! Thanks for all you do to support FMA's efforts in the field. We really appreciate it and look forward to assisting you in any way we can. Just give us a call. See you next week at HIDA!