



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 2 ISSUE 8

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## SALES MOTIVATOR!

From Ron & Valarie Fleitz

***Tw***as the week before Christmas and.... We know business is slowing down as we stretch for any last minute sales, equipment purchases or anything our wonderful customers will give us.

I realize it is tough to think about next year at this neat but crazy holiday season. However, you do have those opportune days between Christmas and New Years when you can lay back and restructure routes that weren't quite right. It's also a good time to condense notes you need to review, so as to target and highlight ALL the special family days and client dates you are aware of (so you can plan around them), and clean up loose ends, paper work etc.

This is also a great time to set goals for your accounts to attain with you. Manufacturers representatives are usually good at this. Distributor reps tend to get so busy that they can't make projections because someone is screaming for something 1 minute after they settle down to plan. That's why this week is so valuable for you. For instance, Norma's Nursing Home bought \$60,000 from you last year. Was it \$5,000 per month or \$2,000 per month with a huge capital purchase during the year? If the latter be the case, how can you make up for the difference in sales next year? And if you can't get the business from Norma's, who can you get it from?

Same with Doctor Oscar de la Renta. Did his practice buy \$36,000 in regular products or was there a \$12,000 piece of equipment or new room set-up in the mix? If so, which physician account will make up the difference, and who else will help you grow your business next year.

We suggest you to sit down next week and take just one day, isolate yourself, and look at EVERY regular, marginal and prospective account in your territory. Put a goal like a 5% increase, more equipment, stronger disposable sales etc. behind each account. Total them up and see what your new sales goals are for 2008. Share your figures with your manager for his/her input. Your manager also has company goals that need to be achieved. Allow him/her to help you adjust so you can do your fair share for the company too. After all, a higher goal means more money in yours and your fellow employees pockets. They all want raises too. Let's all make 2008 a year we reached beyond our goals and **over achieved**.

**Happy Selling! Ron**

We want to take a moment and say thanks again for another fantastic year. When we first started RADIO flier 16 months ago, we did so with about 150 names. Today thousands of distribution and manufacturing personnel read our twice-monthly communication. Your kind comments regarding our efforts we very much appreciate.

Thanks also for allowing Fleitz Marketing Associates to be successful as we work with the fine people at Cole Taylor Marketing, Dukal Corporation, Mabis/DMI, and Omni International, to bring their products to your door. We also thank our many other clients for allowing us to have the pleasure of working with them.

On behalf of all of them, we wish you, your families, your staffs, and all our friends in business a very Merry Christmas and every blessing for a prosperous New Year. **Thanks and God Bless You! Ron & Valarie**

### Quote of the Issue

**"If you want to change the action, you have to change the thinking."**

**Zig Ziglar**

### Manager's Thoughts

**"You'll never get the best from employees by trying to build a fire under them—you've got to build a fire within them."**

**Bob Nelson**  
Author of "1001 Ways to Reward Employees"

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**HAPPY HOLIDAYS!**