



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Let's Sell Something in 2008!** Too many times sales representatives don't prepare for the next day, let alone the next week/month, etc. With that in mind, let's try something a tad different. How about setting just a few small goals per week expecting BIG results!

Let's say we decided to **SELL** a minimum of 50 boxes of the new Omni Lite Touch Nitrile Gloves per week for the next 8 weeks. **A**– It's an easy product to sell. **B**– It's a new, strong, Fun to Show glove at a great price. **C**–Everybody buys gloves and **D**–You have 8 weeks, you don't have to show it to every customer the same week. Since everybody needs gloves, they might buy them the first time you present. (Make sure you have enough samples available in case you need to show, drop off, or mail them.)

**OK**—**Product #2**—let's say you select a rather new piece of equipment that you can sell for roughly \$800.00 and you target 2 per week. Realizing you will not present this product to everybody, yet MOST of your customers could utilize it, you'll need to present it / later talk about it many times to even get a bite—depending on how new, popular and important the equipment is.

How about adding some standing orders to your mix? Try to sell 4 standing orders per week. An example of this is a 14, 28, or 30 day disinfectant, like the Sklar-Cide 28. It needs to be changed every 28 days. Ask the customer to allow you to provide the Sklar-Cide to them every 28 days so that when it arrives, they know it is time to discard the old liquid, wash the solution basin and add the new Sklar-Cide. In this instance, not only do you help the customer, protect the patients, and retain the business—You also pick up an extra gallon annually (if they use a gallon every 28 days) since you are shipping it every 28 days. Many customers tend to change it once a month. It should be every 28 days and that adds a gallon a year. Your sales just went up 8% on Sklar-Cide! Add the 4 standing orders you will write for Sklar-Cide every week for the 8 weeks. If they are already buying from you then you added at least 32 gallons per year in "guaranteed" sales to existing customers. NEW customers are now good for at least 13 gallons a year. You do the math!

One more area of interest is "parts". Whether the customer regularly buys from you or not, this is a way to open up new doors, save customers money, while making a few extra dollars. Buyers should be open since you are not threatening an established "supply" relationship. Whether it's replacing blood pressure parts with Mabis products, a new wheel for a DMI wheelchair, or calling Hamilton for that classic old examination table part, you will be amazed at how satisfied your customer can be. And though this may only be a few extra dollars a week, they should be more profitable than supplies. Most importantly, it's the good will you present which may be priceless to the customer. Especially if they are NEW.

So, if we add up 50 boxes of new glove business along with two equipment items per week, Sklar-Cide standing orders and 5 parts items, in 8 weeks you have added a couple thousand dollars per week in new sales. You have also created numerous standing orders, upgraded your customer to higher quality nitrile gloves, sold a target amount of equipment and made new friends by replacing some old parts and making a product useful again.

These are just 4 targets you can place on your sales wall. Take aim and bring home more cash for you! Make 2008 GREAT!

**Happy Selling! Ron**

### Quote of the Issue

**"ALL GLORY comes from daring to begin."**

**Eugene F. Ware  
American Lawyer  
(1841-1911)**

### Manager's Thoughts

**"The quality of a leader is reflected in the standards they set for themselves"**

**RayCroc, Founder  
McDonalds**

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Glove Glossary Word:  
Magnesium Oxide—A very  
fine, white, odorless  
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modified cornstarch that  
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absorbable dusting powder.  
No more than 2% is  
allowed. Omni Int. has the  
most comfortable gloves for  
your customers. Call OMNI  
888-999-6664 for samples.**

## From the Fleitz Marketing Team:

- FMA has teamed up with Cole Taylor Marketing for a mailing some of you will be receiving. Look for it in your mail in the near future.
- Speaking of Cole Taylor Marketing, if you are interested in running a promotion on their high-selling, very profitable, 10SG Urine Test Strips, contact Neil Schneider at 818-776-9992. They have run many very successful promos with inside sales, telesales and in-bound CSR's. We can assure you they are most successful.
- Mabis/DMI offers a CD-ROM Catalog. Send us a note to [info@FMAinc.net](mailto:info@FMAinc.net) and will have one sent your way.
- Several Vendors offer "sell sheets" for your use. All you have to do is request them and add your company information prior to handing them out. If you would like information on available "sell sheets" from Cole Taylor Marketing, Dukal, Mabis/DMI, Omni International, and/or Sklar, simply e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and tell us to what market you sell. We'll have the respective vendor forward information your way.

## Instruments Mean Profit \$ IF Customers Know You Sell Them!

As you start thinking of items to sell for 2008, be sure you are thinking of some real profit dollars and sales opportunities. To this day, medical and surgical instruments are still profitable, whether they are the most expensive German, mid-range, or even the low price office use instruments. In most instances, customers don't even put them out for bid. They simply order as they need them.

Unfortunately, not every customer knows you carry instruments. Hopefully they know you have table paper, underpads, Omni Gloves, Dukal Gauze, Cole Taylor Urine Strips, Mabis Blood Pressure Instruments and DMI Rollators. But do they know you carry instruments, especially the ones by SKLAR?

It's always fun to sell instruments because it's not real difficult! About a year ago, this column featured one of my favorite instruments that we had promoted; a Sklar Quire Ear Probe. If you saw that article, you may remember that the Quire we sold went for \$14.00, thirty years ago. Now they sell for over \$100.00! Then again, we formerly sold instruments at list with over a 50% gross margin.

When we first started in this business, we used to sell the same SKLAR German instruments to doctors, hospitals and even nursing homes. Instrument quality choices are now available. Margins are tighter...IF your customer asks several distributors about instruments. If you periodically talk about instruments and/or provide "sell sheets", your customers may remember you as being the "instrument source".

SKLAR Instruments offer many different sell sheets you can use to promote their instruments and instrument care products. These fine sell sheets are full color and can be used for promoting to any type of customer. If you make a quick phone call to Bob Shaheen (800-221-2166) at SKLAR, he can offer you some new opportunities.

One thought we would have is to create a general instrument sell sheet which would feature mid-range instruments that you could promote to every customer. Bob can provide you a list of the top 50 selling instruments to place on your flyer. Or you can use one of their many product specific sell sheets.

At least once a quarter you should present a sell sheet to ALL your customers featuring some type of instrument related product, whether it is an instrument, group of instruments, or instrument care product. This is a nice way to save the order from automatically going elsewhere. You should be pleasantly surprised. These sell sheets inform your customer **and** they may lead them to order various types of products they need from you the next time.

**A Super Sales Day to You! Ron & Valarie**

We hope you enjoyed **RADIO flier**-thanks for taking a moment to read it. We wish you a wonderful, "Powerful", YEAR. Make the most of it! **Fleitz Marketing Associates -Your Distribution Solution!**