



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron & Valarie Fleitz

Making Yourself Valuable— Based on many conversations I have had, both inside and outside our industry, the field sales representative needs to buckle down. There are varied thoughts by many managers about the value of adding a sales rep to the field. The concern reminds me of the old, “do we train, can we afford not to train new employees”? Yet, you can’t argue with the success many distributors have enjoyed by employing telesales, and internet savvy sales people to their ranks. Does this mean that field sales reps are history? I don’t think so. However, it means that to be a field sales representative, you will need to cross many more bridges. And for your sake, solely, be sure you know and understand margins, profit,?!?

Look at the reduction in margin that distributors are facing today. How many of you can say you really saw your gross profit go up more than maybe a few points in the last year, if at all? With more and more customers being approached by GPO’s, whether directly or via a distributor, significant steps must be taken by the field sales rep of tomorrow to survive.

Just look at the manufacturing community. It’s now the norm, to see a manufacturer employed sales representative cover a huge - not regional territory. For instance, he/she may now cover 10 states, instead of 5. That means far less eye-to-eye and far more phone/e-mail communications. Many of these folks experience 12 plus hour days, all the time. The same is starting to occur in distribution. With several exceptions, most distributors don’t maintain a specific training regime in their companies. Unfortunately, some of the trainees are asking how much they will make rather than what do you sell. With that in mind, we need to realize that our distribution channel is changing rather rapidly as many of the seasoned professionals who have enjoyed enormous success over the years, start to retire. **Filling some of the shoes will be tough** and at the same time, many competitors have been calling via phone, internet and yes, some even walking in the door, ready to take over the accounts when the “veteran” sets down the bag.

I feel this is a call to arms for the field sales rep of tomorrow! For those who really want to succeed, you are going to have to blend into a combination of electronic business, internet savvy, e-mail, phone and walking in the door. As margins go down, communication and territory are going to have to go up. Therefore, before you consider asking for more turf, you should really do a double check on all the prospects in your existing territory. Otherwise, you may be **covering several additional “counties”** rather than just a few extra miles. Learn to communicate and sell via phone, via e-mail, via internet. Grab hold of the prospective customers who prefer to do business in that way. (I remember doing a one customer “snail mail” communication by mailing a catalog and “specials, because they “hated” sales people, but “loved” mailings.) For gosh sakes, if you do anything new, learn what your customer really likes—how else you might be surprised by unexpected sales?!

For all you new sales people in our industry, wake-up to the great industry we are in and realize that in order to be a success tomorrow, you’ll need to be a multi-tasking sales representative today.

Happy Selling! Ron

Quote of the Issue

“Desire is the key to motivation, but it’s determination and commitment to an unrelenting pursuit to your goal—a commitment to excellence”— that will enable you to attain the success you seek”

**Mario Andretti
Race Car Driver**

Manager’s Thoughts

**“Managers are people who do things right, and leaders are people who do the right things”
Warren Bennis & Burt Nanus - Leaders**

RADIO flier is a communication of



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Omni International Glove
Glossary Word: Urticaria—
*An allergic disorder
marked by raised
edematous patches of skin
or mucous membrane and
intense itching caused by
contact with a specific
precipitating factor. Also
known as hives.*

**Omni Int. has the most
comfortable gloves for your
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999-6664 for samples.**

From the Fleitz Marketing Team:

- Thanks for all the requests you made last issue. We hope all have received the information you requested. If not, please e-mail Valarie at vfleitz@FMAinc.net and she'll follow through for you.
- Omni International wants to pass along the HUGE, and they mean HUGE success their new #202 "Lite Touch" Nitrile Examination Glove is experiencing. Early successes have been dynamic in the primary care and dental markets. Now, many of the Omni distributors are noting acute, long term, and hospice care are choosing the glove. It's tensile strength, almost "gloveless" touch along with very competitive price and easy availability make this a natural replacement for the many customers who are seeking to remove latex gloves from their facilities. Omni would love to send samples directly you and/or your customer. Contact Omni by calling 888-999-6664, or, e-mailing Valarie at vfleitz@FMAinc.net and let us know where to send them. We'll make sure your samples of this extremely strong new nitrile glove are sent out immediately.
- If you want to add personnel to RADIO flier, just send us a note to info@FMAinc.net and the names will be added for the next issue.

Move over "sliced bread"....Somethin' New To Talk about !

All of you who sell Urine Test Strips have been waiting for what we are about to announce. That is Cole Taylor Marketing's (CTMI) new "CLIA" Waived" Urine Strip Analyzer. It reads CTMI's 10 parameter test strips as well as their 2 and 4 parameter test strips. This affordable, reliable, semi-quantitative analyzer is specifically designed for urine tests performed in physician offices, urgent care centers and smaller laboratories all by minimizing hands on time and eliminating visual determinations.

Features of the NEW CTMI #CT-101
CLIA Waived Urine Strip Analyzer include:

- Can run 60 tests per hour
- 60 second test time.
- LCD Display
- Thermal Printer
- 1000 test results can be held in memory
- One Year Warranty



As most of you know, FMA has had the pleasure of working with Cole Taylor Marketing promoting their extremely high quality, popular, cost effective Urine Test Strips for almost two years now. We have enjoyed the experience.! You have asked; anxiously awaiting the arrival of their CLIA waived Urine Strip Analyzer. **It's now here** and you will want to be on the receiving end of the first units available. (Be assured, more units are wisely on order.)

Do contact Neil at CTMI—818-776-9992 quickly- so you can share in the excitement of this great new sales opportunity! Of course we'll help too. Just ask for "STRIP ANALYZER" information to info@FMAinc.net

A Super Sales Day to You! Ron & Valarie

Thanks for taking a few minutes to read RADIO flier. Make the most of your week! We wish you a wonderful, "Powerful", Day.

Fleitz Marketing Associates -Your Distribution Solution!