



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 2 ISSUE 11

MARCH 11, 2008

SALES MOTIVATOR!

From Ron & Valarie Fleitz

First Impressions! *It is oh so true! Whether you are a “walk-in-the-door” representative, a tele-sales rep or even a writer for mail/internet communications, be aware of what the customer first notes. It can be visual, heard, or written; all can make a first impression to the customer. Now let’s talk about the personal sales visit on your first call to a prospective customer...*

As a “walk-in” sales representative, the pressure is on and it’s important as to how you look. Keep in mind, the receptionist does a “1 second look over “ as you walk in the door. Let’s say this call day, you are wearing a nice shirt/blouse with your company logo, all items are clean and pressed (including you!?!), hair looks neat also. Do dismiss any concerns re: facial flaws—however a smile is mandatory! The receptionist is going to determine at that point IF she/he wants to or will “hear” with both ears what you have planned to say.

Now: If you’ve passed the “appearance” test, you get to open your mouth. With your natural (not splashed on or fake) smile, you have already made your opening statement say a lot. The rest just needs to make sense. From here on, you need to be sincere as well as articulate. Talk positively, with conviction and goal in mind. As you converse, do not ask - YES or NO - questions. For instance, (hopefully you have already said who you are and your company’s name!) “May I see the person who does the ordering?” “NO.” Now what are you going to say? “Have you seen the latest George Clooney movie?” “NO,” -again? Oh boy, what a mess you’ve made of your message! To get a “YES” now you may have to ask “Should I walk out the door and never come back?” “Y-YES!”

Let’s try asking questions regarding - Who does the ordering? What day would be a great time to meet him/her? What times does he/she usually like to see representatives? Please note these are open-ended questions where Yes and No aren’t invited! Eliminate challenging questions; no need for the receptionist to dig out his/her Thesaurus to decipher/deliver a creative answer. Watch being wordy as it wastes their time. They may have just been immersed in a traumatic insurance/patient situation; a missed appointment or a variety of attention needed situations. You want to be kind, yet to the point.

In order to be convincing, you also need to speak with the right voice inflection as well as projection. No mumbling messages allowed. Having enjoyed an earlier career in radio broadcasting along with medical supply distribution, I can assure you, how you sound is often more important than what you say. People “hear” first, and “listen” second.—Think I’m crazy? Turn on a local radio station and tell me you don’t hear how they say it before you absorb their script! Folks, I could talk about this - ALL DAY LONG- and will, at your next sales meeting. You may relate the most pleasant comments possible, but if your voice inflection is not right, it may sound similar to doom and gloom.

We can dig in later regarding what to say when you meet the “buyer”. But remember, the same approach applies. At first glance, this person is evaluating you, far more than you are evaluating him/her. As they choose to spend money with you, they will need a comfort level. So stay upbeat and real, be yourself!

Happy Selling! Ron

Quote of the Issue

“You never get a second chance to make a first impression”

Anonymous

Manager’s Thoughts

“To me, giving ownership to the people who do the work has always seemed like the simplest way to run a business”

**Jack Stack –CEO
SRC Corporation**

Ron’s Comment

”Procrastination costs you \$\$\$\$!”

(Thanks to Dean Ellis at Medfirst in Clermont, FL for the idea to add this part.)

RADIO flier is a communication of



Fleitz Marketing Associates, Inc.

1815 Hidden Ridge Circle
Mt. Juliet, TN 37122
615-773-7241
615-758-2927 FAX

www.FMAinc.net

© Copyright 2008 FMA Inc.
All Rights Reserved

Page 1 of 2.

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

Fax 615-758-2927
E-mail: info@FMAinc.net
Copyright 2008—All Rights
Reserved

Omni International Glove Glossary Word:

*Break Through Time—The
time elapsed between the
initial chemical reaction
and the detection of the
chemical inside the glove.*

*Omni Int. has the most
comfortable gloves for your
customers. Call OMNI 888-
999-6664 for samples.*

From the Fleitz Marketing Team:

- There are many questions in the marketplace regarding glove pricing and availability these days. Let Omni International provide you with pricing and availability. Feel free to call Omni—888-999-6664 or us here at FMA 615-773-7241. We'll do our best to help you out. (We do have powdered vinyl too!)
- WOW.....what a huge kick-off you have given Cole Taylor Marketing (CTMI) on their brand new "CLIA WAIVED" Urine Strip Analyzer they introduced last month. This product is already a "prize" for the many of you who have asked about a CLIA waived analyzer for the Cole Taylor Urine Test Strips. Not only does it work for the 10 parameter strips, it works with their 2 and 4 parameter strips, as well. Most of you already know how strong your sales can be with CTMI's North American Made Reagent strips. The analyzer/reader will help you grow your business two-fold or more.

FMA now has a Sales Flyer we can forward to you so you can pass along to your sales teams, customers, aunts and uncles, etc.! E-mail Valarie at vfleitz@FMAinc.net and she'll send the flyer your way.

The folks at Cole Taylor send you a big THANK YOU. For pricing, please contact Neil at 818-776-9992 or neilschneider@yahoo.com.

A Few Home Runs to Hit!

It's baseball season already- the year is just about to pass the 1/4 turn and there are many hot products out there worth going to bat about. The following are just a few we hope can bring home runs for you.

Lite Touch Nitrile Gloves from Omni International (202 series) have an unbelievable feel! They are very lightweight, yet offer your customer the protection they have come to know and love from Omni. Keep your eyes on this glove. It is destined to replace the powder free latex glove many of your customers use today. Even with nitrile gloves holding steady or slightly increasing in price, powder free latex is inching up close to nitrile in price.

Omni's #212 Nitrile Glove is a Grand Slam in Oncology and EMS. Yes you can use this glove with chemotherapy drugs. It's strength is its strength! This glove is a strong product that can withstand the toughness of street use for paramedics at accident scenes yet still sensitive as required to use in medical offices.

CT-101—Cole Taylor's (CTMI) new Urine Strip Analyzer is already off to a hot start after only 30 days. It can do 60 tests per hour, print out results, store 1,000 results and has an attractive price. S-O-S your customers as it's brand new, already popular and uses CTMI's 10, 4 and 2 parameter strips. And, of course, if you aren't already aware—CTMI's strip quality and sensitivity are beyond compare.

Personal Protection & Surgical Apparel from Dukal is something to focus on. You know Dukal for their fine gauze products; read on for more winners in the surgery department game. Think scrub wear, shoe covers, surgical masks, coveralls, nursing caps, isolation products and more. These can be more profit oriented items and well worth your time to review well. Your customer will appreciate all the bases covered with Dukal.

*Don't forget to ask your customers if they need Surgical Instruments and packs from Sklar.
Let's make Springtime great. Use all these products to your advantage.*

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!**