



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 2 ISSUE 13

APRIL 4, 2008

## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Miscellaneous Methods of Sales!** *I found it interesting to hear that more and more field sales representatives are aware fewer pharmaceutical representatives are able to see the doctors as they stop by to drop off literature/samples etc. When they visit the office, it's usually to speak with a nurse or leave something of interest for the customer.*

*I am sure many of you have found it harder to see Physicians, Directors of Nursing, Administrators, perhaps even Business Managers so that you might present the products or programs your company is promoting. I spoke with a pharmaceutical rep friend only to be shocked in finding out that his once promising and fun career is turning to a very challenging potential job-loss scenario. Did you know that about 75% of pharmaceutical sales calls these days don't involve physician face-to-face contact? How can you better pursue the sale if you can't make the appointment to see the decision maker?*

*Let's add the cost of making the physical sales call to the equation as gas prices stretch toward \$4.00 per gallon. If you are in field sales, you know how effective your sales visit has to be these days. You can't afford to just "stop by" anymore. Your visits need to produce a specific result, even if it is only the promise of continuing toward a sales goal in a future visit.*

*Did you know there are some sales reps who visit physicians as early as 6AM in the morning? This is in order to catch a client that can't spare time off during their work day-because they have unusual office hours. Many call on Directors of Nursing in facilities at 7AM or whenever needed during other shifts.*

*Maybe we should take a lesson from what the pharmaceutical companies are starting to do. They have turned to the internet and are using "interactive" technology. In what was once a bastion of Monday through Friday sales calls, today's pharmaceutical representative is communicating with physicians on weekends, in the evening, etc. Their whole world is changing....be ready to change yours. Let's see if communicating with your customer at another "specified" time will be beneficial. For instance, I know two sales reps who make Saturday calls—one in long term care and another in physician sales. Each have a set of specific customers who actually prefer they visit approximately 8Am every other Saturday. In the LTC rep's case, she deals with buyers who prefer to order on the weekends. Sure she could allow them to order via the internet. But her distributorship doesn't offer an equal program to that of her main competition. So she offers personal service to off set the balance in her favor!*

*For years it's been taboo to see car dealers open on Sunday. Now we are seeing many more open. The pharmaceutical rep who was always able to cross the office threshold now finds utilizing the Internet a necessity. Whether we like it or not, our customers are ordering more and more via the internet. We need to figure out how to communicate on all fronts without losing our foothold or having to work 24/7!*

**Happy Selling! Ron**

**Ron's Comment:**  
**"What have you done special for one of your vendors today?"**

**Quote of the Issue**  
**"Often you have to rely on intuition."**

**Bill Gates—**  
**Chairman & CEO**  
**Microsoft**

**Manager's Thoughts**  
**"School teaches you to obey authority. We need people to think for themselves."**  
**Maggie Hughes,**  
**President—Life USA**

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**Omni International Glove  
Glossary Word: ELISA**

*(Enzyme Linked Immuno-  
sorbent Assay) -A highly  
sensitive immunoassay for  
specific antibodies or  
antigens (including  
allergens). Results are  
expressed in microgram per  
gram or millileter; parts  
per million; allergen units  
per gram or millileter **Omni  
Int. has the most comfortable  
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Call OMNI 888-999-6664.***

**From the Fleitz Marketing Team:**

- **Cole Taylor Marketing (CTMD) reports they are flying through their third order of the newly released CT-101 CLIA WAIVED Urine Strip Analyzer. They were expecting a strong demand for the unit. However, your interest and accompanying sales of the Analyzer far exceeded expectations. All Analyzer orders should be filled by now and plenty more are on the way. Additionally you should note that they have sold almost 9 months worth of Urine Reagent strips in the first quarter of 2008.**
- **Glove information, vinyl availability, and other synthetic, latex, and nitrile issues are on everyone's mind these days. Omni International introduced a customer Newsletter last week. They are currently enlarging their e-mail listing and if you would like to have updates come your way regarding "glove news" we would be delighted to forward the first issue to you and add your name to Omni's newsletter list. Just send us an e-mail to [info@FMAinc.net](mailto:info@FMAinc.net) asking for the Omni Newsletter.**
- **The crew at Omni International thank you for all the support you are giving their #202 Nitrile glove we mentioned last issue. It is a superior product with exceptional customer acceptance. Plenty of gloves are available from their three distribution centers.**

**DO YOU KNOW?**

*We thought it might be interesting to provide questions you should ask yourself relative to any product you are looking to present. Therefore, pick a product as you read this and write its name here - \_\_\_\_\_ . Now answer the following questions.*

*What can this product do? \_\_\_\_\_*

*Why will it do it? \_\_\_\_\_*

*How is it made? \_\_\_\_\_*

*Why is it made that way? \_\_\_\_\_*

*Name the benefits it offers. \_\_\_\_\_*

*What are the specific features? \_\_\_\_\_*

*How will these features help my client? \_\_\_\_\_*

*What is the warranty? \_\_\_\_\_ Who does the service? \_\_\_\_\_*

*What proof do I have that it will do what it says? \_\_\_\_\_*

*What will my customer expect from this product? \_\_\_\_\_*

*Why should they buy it? \_\_\_\_\_*

*How would they plan on using it? \_\_\_\_\_*

*Are there other ways the product can be used? \_\_\_\_\_*

*Consider asking these (and other) questions with every piece of equipment and product you intend to sell. You will be surprised at how well your presentation will go (and how easy you can handle the objections)...Isn't that what being a learned sales rep is all about?*

***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!**