



# RADIO *flier*

Representative And Distributor Information On-Line

## SALES MOTIVATOR!

From Ron Fleitz

### *Is your sales Team working Together?* of

course you ask, "What do you mean Fleitz?" I mean that your team attending a sales meeting may act like they are on the same page, but in actuality, they are not. When some walk out the door, it goes back to business as usual.

Many times your sales manager/vendor has created a great opportunity for you to earn spiffs, extra commission and possibly give you the leading edge on a product launch. Too many times two of five sales reps excel while the others gave "lip service" at the meeting. Only too soon did they return to their old ways again. Did you ever think how hard that makes it for your manager? It causes embarrassment! How about purchasing? They ordered extra inventory to support the sale. Now they may have to return goods or reduce supply purchases to equalize their budget.

That provides a terrible picture for your manager

who is trying to be fair to all, while promoting your company to a growing number of manufacturers.

If your team is one of these "partial producers", think about how that looks to the vendor who is offering the promo/spiff. A manufacturer needs 100% participation the first time in order to justify returning to your company with the next opportunity. It's your obligation to promote as a team, not an individual. Otherwise, the manufacturer may approach another distributor, or just the two sales reps who showed him/her support. I assure you, your management would not like either of those options.

For the distributor of tomorrow, the sales reps, purchasing and the whole company need to show unity. Everyone must participate to sell and win.

Here are my suggestions!

**\* Be a team player or ask to drive the truck (you will still get to see the customers).**

**\*Offer suggestions to your manager for future promotions.**

**\*Get behind the sales meeting and promotion 110%.**

**\*Prove you can sell items that aren't that interesting to you (Real sales people do this everyday).**

**\*Root for your fellow team members.**

**\*Share your losses and wins.**

**\*Prove to the industry, Your Team Can and WILL support your manufacturer. Then watch as future opportunities head your way.**

*Happy Selling!*  
*Ron*

### Distributor News

There was no Distributor News this time. If you have news about your company or market, e-mail or call us and we'll publicize your good news too. OUR e-mail address and phone # are on the second page.

### Quote of the Issue:

*"Do not let what you cannot do interfere with what you can do."*

**John Wooden**

### "Managers Thoughts"

**"You have to be obsessed with success. And that feeling has to permeate the whole company"**

**Dennis Malamatinas, CEO Burger King**

### HIDA MEETING

**It was great seeing so many of you at HIDA last week.**

**A HUGE thank you to my dear longtime friends who treated me to a surprise special breakfast. It was so much appreciated.**

**I look forward to working with all of you.**

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## From Last Issue.....

Wow, what a response! Quite a few people communicated with me about Ken Mosher and all he did for distributors in the past. We thank all of you who contacted them for samples (it's really good stuff).

Those of you who were around in the late 80's when gloves were very scarce, remember Ken was the guy who allocated gloves for you, whether you bought them from him in the past or not; even at his own supply chain expense. We should all send him a "thank you note".!

For those of you who asked, YES, Omni International does offer contract buying programs, containers and "specials". Here is their address:

**Omni International, LLC**  
**360 Route 101, Building 3**  
**Bedford, NH 03110**  
**888-999-6664**

## SHOW and SELL FOR THE FUTURE!

*I have the pleasure of working with Mabis Healthcare and worked their HIDA booth for several hours. Old buddy Jeff Stevens (The Stevens Company) walked up and we got to talking about everything under the sun including "Pandemic Preparedness" (of which he is probably our industry guru).*

*As you know he has GO KITS (personal protection) which were developed after the SARS epidemic in Canada. I started thinking of other products people would need in their homes in addition to GO KITS.*

*Have you got your **First Aid Only** first aid kit at home? That takes care of cuts and scrapes. However, in looking around the Mabis booth, my eyes hit upon electronic thermometers, probe covers, stethoscopes, blood*

*pressure units etc. You know if we should be prepared for a pandemic, shouldn't we also be prepared with a "**Monitoring First Aid Kit (Moni-FAK)**"? (I couldn't resist). With so many people having high blood pressure, wouldn't taking BP's at home (instead of at the docs) keep a person away from potential cross infection?*

***Mabis** has a product called "**MatchMates**" which should fit the Moni-FAK bill.*

*\***Match Mates** are color coordinated scopes & sphygs that come in a blister pack. Look at **Mabis catalog #01-260-161.** (E-mail FMA if you need a catalog.)*

*\*I thought it would be a nice unit to promote to your physician, healthcare provider, pharmacy,*

*etc., for patients to buy from THEM.*

*\*You might consider adding **MatchMates** to your arsenal on your next rotation to approach your existing and prospective accounts. (If you think about it, this might be a great way to call on potential accounts and not offend the buyer by trying to take existing business away from their favorite rep.)*

*\*I would also recommend adding a Mabis electronic thermometer (Cat#15-601-000).*

*If you would like more info, call **Mabis at 800-728-6811.** Or you can call FMA at 615-773-7241 and we'll get you all the information you need.*

**Have a Super Sales Day!**

**That's all for this time! Thanks for all you do to support FMA's efforts in the field. We really appreciate it and look forward to assisting you in any way we can. Just give us a call. FMA-Your Distribution Solution!**