



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 3 ISSUE 2

OCTOBER 31, 2008

## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Challenging Times For ALL!** Some of us have walked this way before. Back in the late 70's and early 80's, there was a time when we were going through recessionary times. Times were different then, but not so different in many respects. We look at our interest rates going up to 8%. Homes back then ranged from 12 to 18% interest....doesn't look so bad now. Unions were striking what seemed almost weekly-one time it was an automaker, next time an airline, even railroad employees could strike then.

Our customers were different then. Instead of just a select few dealers selling to hospitals, there were many distributors selling all kinds of items to them. Long term care centers were buying underpads-today they buy briefs—and all of us dealers could provide them. Back then, doctors were buying box tables, where as now, power tables rule the buying dollar. DRG's were right around the corner and POL's were just starting to take shape. And everyone sold to them, too.

A traditional distributor sold everything to everybody. Today, your distributorship probably focuses on a specific market and traditionally sells all products to that market. Of course, there are niche players as well as those who focus on a specific segment of a market.

We all weathered that storm back then, and you will today and tomorrow. Most of you enjoyed fantastic Augusts and Septembers. You are probably noticing a little slow down over the last few weeks. And it will probably stay a little slow as we pass through the US election process. Then, equipment related distributors will be pushing the year end tax advantages which will help move capital equipment. Then we'll have a new year, a new President, possibly a new congress. Due to the economy, hospitals will see a little less elective surgery, physicians will see fewer, but generally sicker patients. Industrial medicine will continue to see fewer patients due to fewer employees. At the same time, EMS, assisted living and long term care will continue to grow. Many will be seeking relief. All will be seeking straight forward, honest relationships to help them make solid, beneficial, and even profit making product selections.

If there was any time in your career to become a "consultant" to your customers, now is it! Your customers will want your insight into the industry, assistance in converting to the best value products, directions in seeking more profitability (ie: CLIA waived products, etc.), and guidance to get through slower times with a partnership attitude as well as straight forward guidance.

We work in one of the most recession proof businesses available. Let's all spread some joy as we go forward and offer our customers the assistance they deserve.

**Happy Selling! Ron**

## Quote of the Issue

**"We are living in an age of change. If you're going to succeed in business today, you have to thrive on change, think in terms of change, assume that whatever is here today is going to be different tomorrow. You have to eat change for breakfast. The trick is to keep telling ourselves, 'There must be a better way.' And most of the time, there has been."**

**Henry Quadracci, CEO Quad/Graphics**

## Manager's Thoughts

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

**RADIO flier is a communication of :**



Fleitz Marketing Associates, Inc.

**Info@FMAinc.net to subscribe**

615-773-7241 Phone

615-758-2927 FAX

[www.FMAinc.net](http://www.FMAinc.net)

©Copyright 2008 FMA Inc.

All Rights Reserved

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](mailto:info@FMAinc.net)  
Copyright 2008—All Rights  
Reserved

**Omni International Glove Glossary Word: Polymer Coated—A synthetic material applied to the inside of the glove during manufacturing to eliminate or reduce the need for donning powders such as corn starch. OmniTrust is a name you have come to know and trust. Call OMNI for samples at 888-999-6664.**

## From the Fleitz Marketing Team:

- The recent **GLOVE LINES** Newsletter from Omni International LLC offers a “beginners” look at why they manufacture their vinyl gloves DOP/DEHP FREE. It is interesting, as more and more United States and Canadian healthcare providers are requesting DOP/DEHP FREE products. If you would like a copy of the latest issue (e-mailed 11/31/08) and/or be added to their mailing list, contact Omni at [news@omnigloves.com](mailto:news@omnigloves.com). Omni International LLC is a world leader in medical and food service gloves.
- **Cole Taylor Marketing Inc. (CTMI)** has grown their reagent line and urine strip analyzer line to new heights. Recent new distribution channels has afforded them the opportunity to more than double their business in just the last six months. The popularity of their 10 parameter urine strip (matching the market leader in pad placement) has been phenomenal. The addition of their new Urine Strip Reader earlier this year has attributed much of the growth. However, even with the high reader sales, urine strip sales are breaking monthly sales records for CTMI every month. For a sample bottle of the Cole Taylor 10 parameter urine strip, call Kathryn, Trevor, or Neil at 818-776-9992.
- **Immunostics** recently introduced a comprehensive IFOBT, FOBT, Pregnancy, Strep, Mono and H-Pylori diagnostic product line. For samples of these fine products and literature, contact Valarie at FMA at 615-773-7241 or via e-mail at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net).
- We love hearing about the market and how YOU are doing. Drop us a line at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and let's keep in touch.

## Time for Sales Fun!

***We know many to profess that the toughest times were the best times!? It keeps you smarter, offers more challenges and tends to bring people together more in conversation.***

***Today is no exception. Just in the few items FMA has the pleasure of presenting, we can think of many products and ways to make sales more fun and customers more proficient as well as happy.***

***A glove is not just a glove! In the last 2 1/2 years, FMA has enjoyed watching one dealer after another try on **OmniTrust Gloves**. We are thankful that many great distributors are selling Omni's fantastic line of Latex, Nitrile and Vinyl gloves. Omni is having a banner year - SUPPLYING the dealers with OMNI GLOVES! And, when one market is saturated by a dealer, this great glove line offers them an opportunity to burst into another. We have watched numerous med-surg dealers take our **212 Nitrile** into EMS and Oncology with success. It's a NEW market for the dealer. Don't stop there, how about taking the **#202 Nitrile** into the dental market? Another new market, more opportunity, more dollars, more profits. Who says selling can't be fun these days? Two dealers have increased sales, profits and expanded market diversity by adding only 4 SKU's each!!!!***

***An IFOBT is not just another IFOBT. Have you tried **Immunostics Specific IFOBT (Cat #HSSP-25)**? There are several IFOBT's on the market from other manufacturers, but to our knowledge, only 1 offers multiple tests (as recommended by the American Cancer Society) for the same price - offering the doctor a \$22.22 reimbursement! With most every other IFOBT, you have to buy two tests for multiple samples. Ask a family medicine doctor how precious reimbursement is - these days! He or she, will get the picture and you'll get the order. Remember the test is Immunostics Specific IFOBT. If you don't promote it now, the next dealer will. (And the Dr. and patients still use the old collection card.)***

***And don't forget a new item on the scene, the **Micro Albumin/Creatinine Urine Strip (Cat#CT-2M)** by Cole Taylor. Priced at \$40.00 per vial to the dealer, you can't afford to let this pass your customer by.***

***There you go folks, 5 items offering significant new sales, markets and more profits! In our book, that spells more money for your company and YOU. Contact Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and she'll have information sent your way on any of these items. **Have a Super Sales Day!** Ron & Valarie***