



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron & Valarie Fleitz

There's a new day rising that will provide challenges to many distributors and their personnel. Relax and stay seated to absorb what you'll read ahead.

As we all say THANK YOU (see page 2) to our many customers over the next few weeks, at the same time, we need to look inward. Are you ready for what could be one of the most challenging years in our careers for 2009? Hopefully you are at least thinking to yourself, "Am I, as a representative, ready for the coming challenges over the horizon?" Most importantly, do all of us have the intestinal fortitude and mental capacity to accept what is yet to be seen and are we prepared to adjust to those unknown challenges ahead? In 2009, we will see more consolidation in all facets—(manufacturing, distribution, health care provider) of our industry. With that comes more challenges and perhaps further changes.

Take a look at my thoughts below as your company prepares for 2009.

- *As I preach about marketing again—please realize, "order takers of the world", you better adjust your sales calls. This may be it. Your "order taking" days are numbered. Customers who just want to place orders are using the internet, phoning in orders and accepting almost weekly telesales calls. If you call on your customers by walking in the door (weekly/bi-weekly rotation), you better have a relationship and present new products. Strong relationships provide loyalty and allow higher margins. (Remember, people still enjoy seeing other people.)*
- *Cold calls should be one of the staples of your future. I know of several dealers and individual sales representatives who have lost in excess of 30% of their business this year. (For those of you who have read RADIO flier over the years, you will know I always profess you could lose 20% of your business every year—30% is Extreme!) I guarantee you, customers aren't going to call you to start doing business. The customer's employee base has been reduced and more responsibilities per employee is the norm. Therefore, THEY DON'T HAVE THE TIME TO SHOP (other dealers). So build the relationship!*
- *Defend the products you sell along with their price. If it wasn't "good enough", —Why do you sell it?*
- *Keep a strong inventory on your "A" products. The slow economy may cause shortages. You may pick up new customers because you can deliver. Or you may lose customers because you can't!*
- *Differentiate your company. Be marketing oriented and always prove to your customer you are working for them. You want to grow, not shrink!*
- *Differentiate yourself. You want customers and prospects to know YOUR NAME—not left to wonder, "who was that ABC Dealer rep"!?*
- *WORK YOUR TAIL OFF—proudly. Next year, 2009, may very well be the determining year if you are to be a strong survivor in the future.*

Happy Selling! Ron

Ron's Comment

"Just consider this—If you don't have time to do it right, will you have time to do it over? And how much extra does that cost?"

Quote of the Issue

"Our greatest weakness lies in giving up. The most certain way to succeed is to always try just one more time".

Thomas Edison
American Inventor

Manager's Thoughts

"It's hard to get everybody lined up and marching the same way unless you can tell them where you are going."

Daryl White, CFO
Compaq Computers

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From the Fleitz Marketing Team:

- Who would ever thought that **Cole Taylor Marketing (CTMI)** would become a “brand” player in the Urine Reagent Strip market? At the same time, one year ago they probably wouldn’t realize that they would also be a strong player in the Urine Strip Analyzer market. Their CT-101 Analyzer, introduced last March, isn’t even a year old. Yet, distributors are ordering the units almost faster than CTMI can bring them into inventory. Neil Schneider and company have been most successful in bringing a high quality line of Urine Strips and the Analyzer to market while developing a new brand identity. His U.S. made strips have earned the respect of hundreds of distributors, both big and small—and so has the analyzer. It could be a huge opportunity for your company. Give your customers some great “holiday” savings with the high quality CTMI products—the new “brand” name in Urine Strip Analysis. For more information—call CTMI 818-776-9992.
- **Immunostics** is targeting “select” distributors to promote their “hot” IFOBT Hema-Screen Specific product line. Look via e-mail or direct communication for a notification in the first week of December.
- **Powder Free Vinyl Glove(s)** availability may be an issue at your company, BUT they aren’t at **OMNI International**. If you need vinyl gloves, contact **Joanne Keenan at 888-999-6664**.
- It’s always fun to hear how you are doing. Thanks to all of you who keep in contact. Drop us a line at vfleitz@FMAinc.net and let us know if our **RADIO flier** issue assisted you in any way.

Always a time for Real Thanksgiving

We have all come a long way over the years. Even though we can’t place the logo of each distributor and while we don’t know every person’s name(s) associated with them— please know that Ron and Valarie have always been—and will always be strong supporters of health care distribution. It’s just in our blood. We really appreciate the time given us both upon visiting various vendors and distributors. It’s always been enjoyable—time well spent!

Over the last 2 1/2 years there have been several companies who have assisted FMA in developing relationships that lead us to assisting distributors in their sales and profit growth as well as channel development and management. We send a big thank you to those listed below. Without your assistance, FMA wouldn’t have the opportunity to help so many distributors grow their businesses. They are the following:

OMNI INTERNATIONAL LLC,

INDEPENDENT MEDICAL Co-Op, Inc. (IMCO),

**IMMUNOSTICS,
MARTIN INNOVATIONS,**

**COLE TAYLOR MARKETING, INC.
HAMILTON MEDICAL,**

DUKAL, SKLAR,

MABIS/DUROMED INDUSTRIES,

In addition, we wish to say a very special thank you to the Medical Supply Distribution Companies that FMA has enjoyed working with. Though we do not mention distributor names, they know who they are. Always know we are here for you. Please do contact us anytime we can be of assistance.

And of course, you, each one of our 3,000 plus readers—thank you for taking 5 minutes out of your busy day to read our words to you. Hopefully we have helped in some small way!

May all of you enjoy the blessings of God, family and loved ones this coming week and all year through.

Have a Super THANKSGIVING! Ron & Valarie

Fleitz Marketing Associates -Your Distribution Solution!