



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 3 ISSUE 4

DECEMBER 18, 2008

SALES MOTIVATOR!

From Ron & Valarie Fleitz

Get a Great Start in 2009! We have to get used to it: the economy is on everyone's mind. But, there is no need to think that there is a recession in your business. Some of your customers may not be buying as much, but don't let that stop you from having a great start for 2009.

Some of you have seen recessions before. Many of you established veterans have been through several scenarios that affected our business. No question, this is some serious stuff. But you've got to act like there is a tomorrow...because there is!

As Admiral David Farragut said to his fleet in the Civil War's Battle of Mobile Bay, "Damn the torpedoes, full speed ahead!"? Did he let a little issue with a possibly fatal outcome spoil his enthusiasm?

Make no mistake, your customer's purchases are off. Some may not buy that equipment they were planning at the end of the year. Just look at the reduced prices for laser eye surgery these days. People must be waiting for the \$50.00 per eye deals, as I am aware of several eye practices who specialize in this type of surgery that are off as much as 70%.

My point is that sometimes we can let our environment control us. We also tend to celebrate "Pity Parties" that quite frankly reinforce our "not doing anything" and then complaining about it! Let me ask-do you like what you see out there? If not, then grab control of your destiny and dig into accounts that never looked your way before! They are the folks that will keep YOUR SALES out of a recession.

Fewer people may go to the doctor; and less people have elective surgeries; but long term care should stay strong. It's probably the most steady side of health care distribution, next to EMS—which we all keep in business! There are many of us baby boomers ready to keep long term care busy for a century. Well, I almost forgot the corrections health business. Unfortunately, it's not hurting these days either.

How many potential customers have you passed by? Maybe you need to research all of the prospects who use the items you sell. There could be numerous customers—hundreds/products/dollars in your territory! Did you start bidding on city, county and state contracts, both everyday and annual? Maybe you are mumbling to yourself as you wonder - "It's about time we jumped into action"! I have always said you will lose 20% of your business every year. Years 2008 and 2009 may have figures that surpass that number and put you into shock. Take command of your destiny and make 2009 a better- for-you-year... Get started today!

Happy Holidays, Happy New Year and Happy Selling! Ron

Ron's Comment
"Your Success is only beginning. Happy New Year!"

Quote of the Issue

"One good thing about aiming for the moon is that you are not likely to come up with a handful of mud. Dream BIG! Aim High!".

Zig Ziglar

Manager's Thoughts

"Continuous, supportive communication from managers, supervisors and associates is too often under-emphasized. It is a major, major motivator."

Jim Moultrip,
Consultant
Management Perspectives Groups

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**Omni International Glove
Glossary Word: Water Leak
Test— A test procedure
recognized under ASTM
D5151 and FDA protocols to
determine the AQL level of
an exam glove for pin holes.
A latex glove is filled with a
prescribed amount of water
(1,000 ml) and remain leak
proof for a defined period of
time. OmniTrust is a name
you have come to know and
trust. Call OMNI for
samples at 888-999-6664.**

From the Fleitz Marketing Team:

- Thanks to you, **RADIO flier** has become an appreciated publication over the past two plus years. This is our 42nd issue. Some may know by now, that Ron has accepted the position of Vice President of Sales & Marketing at Omni International LLC, based in Bedford, NH. Ron is very excited with this new venture. For him, it is an opportunity to assist in further growth of business in which FMA has been heavily involved, (we are grateful for Omni originally linking with FMA). It also offers Ron the pleasure of working closely with **Ken Mosher**, and the entire great staff at Omni.

RADIO flier does have a large reader base, which Omni wants to go on. They will sponsor it, and for that we are grateful. As it continues, the format will change slightly.

Ron looks very forward to speaking with the distributors in working with OmniTrust Gloves. FMA has enjoyed great success with Omni products and he anticipates focusing 150% on behalf of their efforts.

Omni International produces a monthly newsletter, **GLOVE LINES**, which is a great way to stay updated on issues facing the glove industry (many of you already receive it). If you are not receiving **GLOVE LINES** today, please e-mail me vfleitz@FMAinc.net, or e-mail news@omnigloves.com. You can reply to this newsletter issue and we will make sure you are on the mailing list as well.

As you know, Ron came from distribution and that is his love. He looks forward to working with you. Let him help you in any way he can.

**Have a blessed Holiday Season and the best to you in 2009.
Valarie (& Ron)**

A few morsels of interest for you!

First of all—Congratulations to Neil Schneider who was named **President of Cole Taylor Marketing, Inc (CTMI)**. Neil is recognized in marketing and sales of clinical lab, hospital, POL, Veterinary and home health markets. Prior to joining CTMI, Neil was VP/Sales & Marketing for International Medical Products along with positions at Sabre Scientific, Power Scientific and Starplex over his 30 year career.

You may know that **CTMI** also has a very aggressive promotion going on their **Urine Strip Analyzer**. If you have a customer who has a urine strip analyzer today, and you want to make more money while saving the customer \$\$\$, contact **Neil** or **Trevor** today at **818-776-9992**. They also have a program for the customer without an existing analyzer. These deals offer tremendous savings to the customer and new profit opportunities (couldn't you use that now?) for you. Contact Cole Taylor today. Don't forget to ask Neil or Trevor to personalize these two flyers (at right) for you and your company. They will do it for free! **Just call them at 818-776-9992—but do it quick—The promotion ends 1/31/09.**

CLIA WAIVED URINE STRIP ANALYZER CT-101

Dealer Promotion \$450.00
Includes:
• 4 Boxes of CTMI 10
• 1 Year Limited Warranty

CLIA Waived Urine Strip Analyzer will read the CTMI 2, 4 & 10 Parameters

- Throughput - 60 tests per hour
- 1120 Reagent Strips & Chemical Filter
- Memory Capacity 1,000 tests
- One Year Warranty

This affordable, reliable, semi-quantitative analyzer is specifically designed for physician offices, urgent care centers and medical laboratories.

Cole Taylor Marketing, Inc.
Phone: 818-776-9992 Fax: 818-776-9991
Email: info@ctmimarketing.com
Web: www.ctmimarketing.com

The Green Mean Ship Lads

CLIA WAIVED URINE STRIP ANALYZER CT-101

SPECIAL TRADE-IN PROMOTION
For a limited time only!

CLIA Waived Urine Strip Analyzer will read the CTMI 2, 4 & 10 Parameters

- \$25,000 Dealer
- \$25,000 credit to Dealer when:
- CTMI receives back in good shape
- The Dealer cost \$12,500
- Dealer pays Standard Freight Taxes
- Target account 4 tests per month

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Web: www.ctmimarketing.com

The Green Mean Ship Lads

Immunostics (thanks to you) is enjoying a tremendous response for the 2009 kick-off of their iFOBT Test **hema-screen SPECIFIC**. Those select distributors better contact Matt Lane today mlane@immunostics.com.

You may have been challenged selling IFOBT tests before. We guarantee you, Immunostic's card collection system technology (just like FOBT) offers you a new opportunity and **they have the success stories to prove it**. Don't let this one pass you by either. If you would like a copy of the **hema-screen SPECIFIC** flyer, e-mail Valarie today at vfleitz@FMAinc.net or contact MATT and they will hook you up so you can start enhancing your physician's reimbursement while providing their patients with comprehensive results. And then, everybody, including you, -wins! **Matt's phone number is 704-661-9551**.

Immunostics, Inc.
hema-screen SPECIFIC
iFOBT Test

Immunological Hemorrhoid Blood Test With Occult Blood™ Sample

100% SENSITIVE, 99% SPECIFIC, 99% ACCURATE
100% SENSITIVE, 99% SPECIFIC, 99% ACCURATE
100% SENSITIVE, 99% SPECIFIC, 99% ACCURATE

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PATIENT BENEFITS:
• No blood collection
• No blood collection
• No blood collection

PHYSICIAN BENEFITS:
• No blood collection
• No blood collection
• No blood collection

Immunostics, Inc.
100% SENSITIVE, 99% SPECIFIC, 99% ACCURATE
100% SENSITIVE, 99% SPECIFIC, 99% ACCURATE
100% SENSITIVE, 99% SPECIFIC, 99% ACCURATE

25 Tests per Box Cdx. No. 1002P