



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

Editors Note—I want to thank Ken Mosher and my fellow employees at Omni International, a supplier of Nitrile, Latex and Vinyl gloves, for not only welcoming me as their VP of Sales & Marketing, but also allowing me to continue publishing **RADIO flier** every month. This publication now reaches thousands. Omni, as well as, Valarie and I are delighted to continue sending it. Please note my new contact information below right.

Let your day make you, or Make Your Day! How many times have you thought about this simple little phrase? Too often, distributor personnel take advantage of themselves rather than their destiny. Many of you reading this communication can reflect on at least 1, 2, or more of those days having taken place—perhaps, as recent as last week...I can relate folks, I came from distribution.

A big concern is staying focused on a product/product line, choosing what you like to show and sell, staying aware of your company's plan! You still have back orders, emergency deliveries, urgent price quotes, competition in your favored accounts, price increases - the demand is endless! What's a distributor person to do?

It's certainly not a new notion, but you must plan and prioritize your days! Rather than being selfish and taking the easy way out, more distribution personnel need to take the company lead. Ask yourself, what does your company want to promote, market, and sell to your customer base? Use that as your focus- you will be amazed at how it can structure your day! Don't approach your customers hesitant. Be ready -it makes your company (and the staff team assisting) look stronger, mature and driven. And, if they look good, guess who else does too?

Consider following the below points as part of your daily plan.

#1 Focus on your company's sales & marketing plan— not yours.

#2 Make a Prospect Book—You know your customers, however, do you have "prospects"? How do you expect to grow without a book of target accounts? Start writing names in your Prospect Book and update daily.

#3 Keep a work diary. Even the least important contact, event, etc. may prove to be an advantage in going forward. Write EVERY call, visit, fax, etc. down in your diary, by date, time, importance. Include every slip of info! You will be amazed at how often you refer back to your diary. This process is what builds customer rapport and success!

#4 Write a weekly report of pertinent calls/info and submit to your manager. It is significant—for all of you! The calls made -not returned(?) contacts made: result! Note specific sales promotion calls re: a specific product; samples sent, and other information. **This creates accountability to yourself!** It can become your roadmap for the next week, call rotation etc. Even if you are using contact software, a weekly written report is a better director. Trust me—It's priceless.

Now, Make EVERY day belong to you - do what YOU NEED TO DO—**TODAY!**

Happy Selling! Ron

Quote of the Issue
"Definiteness of purpose is the starting point of all achievement".

W. Clement Stone

Manager's Thoughts

"Leadership has less to do with position than it does with disposition."

Rev. John Maxwell,
Pastor - Skyline
Wesleyan Church

Omni International Glove Glossary Word: Compounding—During the glove manufacturing process, chemicals are added, including accelerators (to help control the vulcanization process) and anti-oxidants (to prevent deterioration by heat, moisture and ozone). **OmniTrust is a name you have come to know and trust. Call OMNI for samples and literature at 888-999-6664.**

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