



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

**Challenging Sales Times** may be the order of the day—based on the economy. However, great sales people, whether they are in distribution or manufacturing share some strong qualities. Let's take a few minutes to look at what some of those particular successful sales people have.

- **EMPATHY for your customer**— I know I always try to place myself in my customer's shoes. I always think about their needs, concerns, product mix, etc. I also try to respond appropriately. I guess the Golden Rule applies best—"Do unto others as you would have them do unto you". It does go a long way.
- **100% Responsibility for results**— Don't blame others. If you are responsible, take the heat. Try to rectify what you can and be professional.
- **Passionate**—People will know if you "believe" in your product, service, company. BUT, you really need to know what you are talking about.
- **Enthusiastic**—You may not know your products that well, yet you may be passionate about them. One thing for sure, if you are not excited about what you are talking about, people will know. Enthusiasm covers a lot of little things. However, nothing replaces knowledge—be ready for questions!
- **Honesty**—It usually takes many months and years to build credibility. It takes only a moment to destroy all you have built. Need I say more?
- **Intense**—not to be confused with passionate. Intensity in this area is internal. It drives your inner being to a new height of activity. It means your striving drive is working full speed and you have established reasonable, reachable (necessitates stretch) goals to achieve - yet ahead.
- **NO—is not a word in your dictionary.** Never take it personally! It is simply a portion of the phrase "NOT YET" and promotes your positive manner in hopeful career situations.
- **Personality**—You don't have to be a great sales person. But you do need to be a "likable person". Stay away from phrases, thoughts, comments, and actions, etc. that would lead anyone to give reason why you should not return.
- **TARGET**—as I mentioned last month, always keep your targets (prospect list) visible to you. Post them on the wall at home, in your office, in your car. Believe me, it can be rewarding to check that "target" name once they have **Committed, Ordered and Paid** for the first order! **Never forget the word COP with new customers.** You must police all new customers. Because they really haven't committed until they have ordered...in all actuality it's not an order unless they have paid. Unpaid orders are called donations! Managers certainly know what I mean.
- **Create an environment causing the customer to remember you!** Many times it is some of the above. Sometimes it's that one cute "product" you showed them. Most of the time though, it is "ALL OF THE ABOVE".

**Happy Selling! Ron**

### Quote of the Issue

**"No One can make you feel inferior without your consent."**  
Zig Ziglar

### Manager's Thoughts

**"The mere act of showing people you're concerned about them spurs them to better job performance."**  
Jerome Peloquin  
President - Performance Control Corporation

**Omni International Glove Glossary Word: Cuff**—The upper portion of a glove which encircles the wrist. Designs range from straight, rolled (beaded) or fluted. Gauntlet cuffs offer the benefits of a safety cuff, plus a flared design that fits over the garment sleeve of the wearer. **OmniTrust is a name you have come to know and trust. Call us for samples and literature, 888-999-6664.**

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