



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 3 ISSUE 7

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## SALES MOTIVATOR!

From Ron Fleitz

**How's this for increasing your sales by 40% or more!** I recently had the pleasure of meeting Brian at a sales training program in Florida. Brian's background is not sales and marketing, but rather Information Technology. After meeting him, my mind started swirling and I started thinking how unique (and fun) using technology along with good old fashioned sales energy could be. We enjoyed further conversation that evening at dinner. Soon after the light bulb went from 100 to 1,000 watts as to how I could share all the ideas with you this month.

Good distribution reps are seeking ways to grow business for them and their company. Great distribution sales representatives are seeking ways to double sales. What I am going to show you should increase your sales at least 40% - BUT depending upon who is working with the plan, the sky could be the limit.

Let's assume you are on a two week rotation. There are some customers you need to see every two weeks, and there may be some to be seen weekly, but most you could stretch....to carry over a week or so.

**Week 1**—Calls as regular (We have to start somewhere).

**Week 2**— You should take a segment of your day and call everyone from the previous week and thank them for their order; check to see how the others are doing (those seen the prior week) advise of any pricing adjustments, specials etc. as well as making your week 2 rotation calls.

**Week 3**—For week one customers—with E-Mail overnight, you can send a note saying hello, advising the customer what you will be talking about next week when you visit, ie: Introducing the new BP widget; what disposable will be on sale and a listing of the top products they buy (either formatted from their purchases or generic), wish them a great day and let them know what day and approximate time of your visit next week. On this third week, you are now visiting/calling on mostly NEW prospects who will become your third week rotation. (Week 2 customers are getting a phone call)

**Week 4**—Back to Week 1 and you are making Week 1 rotation calls, Week 2 customers are getting an e-mail and Week 3 are receiving a phone call. In some instances, we need to increase our sales territory. In other situations, we need to just saturate the customers we have, that do not utilize our company. In most cases, you will find enough prospects within your existing territory that if only 20% of them started buying, you would need to make a 4 week rotation.

I think you get my drift with this exercise. The next time you ask me to do an Omni sales program for your company, ask me to present a territory expansion program along with it. I'll be delighted to help you sell more gloves to more new people (along with everything else you sell).

Now put on those thinking caps, start lining up Week 3, get your customers on speed dial and make sure you have their e-mail addresses set up in a specific distribution list. Let the sales fun and growth begin!

**Happy Selling! Ron**

### Quote of the Issue

**"Nothing in the world can take the place of persistence."**

**President  
Calvin Coolidge**

### Manager's Thoughts

**"Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity."**

**General  
George S. Patton**

### Omni International

**This month, let me invite you to receive our GLOVE LINES Newsletter. It's free, full of information and created especially for you. Send an e-mail to [info@omnigloves.com](mailto:info@omnigloves.com) or reply to RADIO flier and we'll add you to our huge mailing list. **OmniTrust is a name you have come to know and trust. Call us for samples and literature, 888-999-6664.****

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**Ron Fleitz  
Vice President Sales & Marketing  
Omni International LLC  
Bedford, NH 03110  
888-999-6664 Ext. 208  
[rflnitz@OMNIGloves.com](mailto:rflnitz@OMNIGloves.com)**