



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 3 ISSUE 10

JUNE 30, 2009

SALES MOTIVATOR!

Maybe You Need Some “Color” to Open the Door. How many times has someone said “NO” to you? They seldom say much more than that. Usually, “no”, “not interested”, or “We’re happy with our current supplier” is the extent of their creativity. Repeat visits allow the customer to easily pelt you with phrases like “Get Lost”, “I told you we would never buy from you”, etc. Somehow it evolves into colorful jargon.

Think of the above as you continue to call on those very “cold” prospects. Maybe it is time you added some colorful comments to change the buyer, or receptionist’s attitude. Now, be honest—How many times have you gone in to see the same prospect and said the same thing you did last time? Or how many times have you simply walked through the door thinking someone was going to change their attitude and welcome you with open arms? Or maybe even more “loser like”, how often do you walk in the door without pre-planning what you will say at all? I am hitting home for many of you, aren’t I?

You need to prepare! It’s similar to preparing a big proposal for desired business. After all, you really don’t have that big order until the buyer signs off on it. Same is true with getting to the prospect either directly or via the receptionist. Therefore, you need to be creative! True, it is different from the big proposal, as you already have an ear.

So, here are a few ideas in getting in the door of the prospective account.

- Use a different approach every time. The second time you ask the same question, you become a “bore”.
- Dress differently. A few years ago one of my daughters gave me a tie with our Grandson’s picture on it. Wearing it for customers/prospects to see was a great ice breaker.
- Offer a pointer. Share something (not a secret) that is saving your other customer’s money.
- Most Importantly—don’t be a pest or a threat. You see, the prospect may really appreciate their existing supplier, therefore you are a threat. The only way to win is join the ranks of “friend”. Sometimes to be a friend, you can’t be a threat to the other’s business. So, join the club, and be more like them. Eventually, you might replace them or at least comfortably co-exist with them.

Get ready to have more fun, because even more business is coming your way. Just make calls on prospects a little more colorful.

Happy Selling! Ron

Quote of the Issue
“It’s not what you’ve got, it’s what you use that makes the difference.” Zig Ziglar

Manager’s Thoughts

“It’s time for all of us to stand and cheer for the doer, the achiever—the one who recognizes the challenge and does something about it.”
Vince Lombardi
Former NFL Coach

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Ron Fleitz
Vice President Sales & Marketing
Omni International LLC
Bedford, NH 03110
888-999-6664 Ext. 208
rfleitz@OMNIgloves.com