



# RADIO *flier*

Representative And Distributor Information On-Line

## SALES MOTIVATOR!

From Ron Fleitz

### *Cold Calls Should Be Cool!*

*You know you really have it made in medical supply distribution sales. Your biggest problem is making cold calls! And, I know it's outside of your comfort zone.*

*After college and just before I entered our industry, I worked for Dictaphone Corporation. It really made me appreciate our industry. In office equipment, it's a tough business and most of your calls are "cold". Yet, the seasoned sales professional perseveres every day to make money.*

*Office equipment sales are tough. I mean these people even call on your customers. Yes, nursing homes, doctors, hospitals etc all have copying machines for example. Perhaps the biggest difference between this sales professional and*

*you would be the total sales approach.*

*You see, most of us work in a "relationship" sales environment. Most office equipment sales people are there to make the sale and get on down the road. That can be very challenging.*

*We, on the other hand, and most of our customers value the trust of the relationship. Just ask your office manager if they know the sales rep who sold the copier to your company. Let alone, maybe the name of the company. About the only thing they will know is the phone number of the repair department.*

*Imagine making 80 "cold calls" a week. I bet most of you would struggle to say you made one last week (or month). In addition, they are required to make a set number weekly. And,*

*don't be surprised if their manager calls to make sure THEY WERE there! I bet your manager has never called one of your "prospects" to validate your visit. Then again, reps in our industry don't make that many cold calls. Your manager could be done in 30 seconds.*

*Business equipment sales reps don't know who is writing their next pay check. Medical sales people usually do. For business equipment sales people, cold calls are the rule, not the exception. For us, they are the exception.*

*Therefore, thank God you are in the medical supply sales industry. Now, don't you think making a few more cold calls to increase your sales and income would be kind of "cool" for a change.*

***Happy Selling!  
Ron***

### Quote of the Issue:

***"Whatever you are doing in the game of life, give it all you've got. Don't be a holdout".***

***Norman Vincent Peale—Minister/  
Writer***

### ***"Manager's Thoughts"***

***"Management is about organized common sense"***

***Andrew Grove,  
President, Intel  
Corporation***

### **SHARE YOUR GOOD NEWS.**

***If you have news of your company or our industry that you would like to share, please don't be bashful.***

***Forward your good news to us so we can share it with your friends. Send it to us at [rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net). You have our thanks (again) in advance.***

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## Just Asking!.....

Several of us are seeking more creative titles for calling cards. For instance, do you use "sales representative", "account manager", "Sales consultant", or what? to describe your name on your calling card? We would like to know and we will share the results with everyone in the next issue. Therefore, please e-mail your answer to the question below. **What's on your card?**

\_\_\_\_Sales Representative \_\_\_\_Account Manager  
\_\_\_\_Sales Consultant or fill it in below

**E-MAIL YOUR RESPONSE BY Monday Oct. 16th  
TO [rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net). Thanks in advance.**

## A Purchasing Agent Consolidation Opportunity!

*I have had the opportunity to look at more manufacturers catalogs and products in the recent past. I must say I have found it most interesting.*

*One of the company's that I picked up on is the Dukal Corporation. As some of you look to consolidate certain products, you might be interested in knowing how Dukal can accommodate your purchasing needs...offering quality and a multitude of products in one shipment.*

*Did you know that Dukal is the source for gauze dressings, non-woven dressings, cover sponges, bandages and specialty*

*dressings? Of course you did!*

*However, add to the above list the following products which you may not have known they supply. Those items include Advanced Wound Care, tapes, cotton tipped applicators, tongue depressors, special surgical dressings, personal protection, disposable linens, underpads, wash cloths, alcohol pads and even vaginal specula.*

*President Gerry Loduca, is very well connected in Asia. Thanks to those relationships, Dukal's low prices make sales of these commodities more profitable while you rest assured your customers will enjoy consistent, high quality*

*products. In the future, we will expound upon some of these new sales opportunities. All are shipped from their new state-of-the-art distribution center in Memphis, TN.*

*In the meantime, you probably need a Dukal catalog so you can visualize the breadth of products they offer. Feel free to call Dukal at 631-656-3800 and ask for Shannon Willis or you can contact Fleitz Marketing at 615-773-7241. By the way, ask for their neat "Sampler" which offers "hands-on" examination of their more popular items. **Have a Super Sales Day!***

**By the way, Happy Thanksgiving (last Monday) to all our Canadian Friends. We appreciate everyone's support of our efforts and look forward to assisting you in any way we can. Just give us a call. FMA-Your Distribution Solution!**