



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron Fleitz

Service Tips!!!! Every one of you and your companies want to sell more equipment, especially in this economy. Yet, many one of your customers may be thinking twice about dollars spent on equipment, as well as looking at more "generic" supply products than in the past. What's a distributor to do?

I was recently browsing over some old company newsletters that our Cincinnati medical distributorship used to send monthly to our customers (and prospective ones, also). I noticed a column we had called **Service Tips** written by our service manager. In this monthly column he talked about sterilizer cleaning, ECG maintenance, blood pressure calibration / maintenance, etc. Even though a vast majority of distributors do not have service departments, this is still a "sales" topic you should consider as information supplied, possibly leading to a sale, later on.

Initially, it sure wouldn't hurt to talk about equipment. Then, why not be proactive about it? Create a "reminder list" of your own! For instance, I remember when Audiology equipment was required to be calibrated annually. I believe ECG units were as well. Blood pressure instruments could be checked every month when you visit a customer. The old and new scales that we "weigh-in" on need regular calibration (they are always wrong anyhow -right?). Autoclaves should be cleaned weekly/monthly based—on usage. What about other instrumentation that has been developed in the 23 years since I was a distributor rep?

"Drawing up" a **Service Tips** type sales flier that the customer can place on their wall, may very well be the single most important creation you make this year. It will definitely assist your customer in maintenance and that promotes patient health. It also will give you an opportunity to talk about the "service tips" products regularly (Cindy—did you clean your autoclave this month?). It places your company in your customer's eye regarding that 9 letter word, "equipment". And it might just be the "flier" that makes the sale for YOU—without quoting a single price! We learned at the old Max Wocher & Son Company that he/she who offers service tends to get the equipment call first. I think that still has a lot of credence.

Contact your manufacturers and seek their regularly scheduled maintenance /calibration schedule. Assemble all criteria on a heavier cardstock sales flier with a hole on top for hanging. Be sure to note visibly your pertinent company info first, next to the "Service Tips" title. Your equipment sales for 2009 may really surprise you.

Happy Selling! Ron

Quote of the Issue

" We cannot become what we need to be by remaining what we are ."

Max Du Pree, Former CEO, Herman Miller, Inc.

Manager's Thoughts

"Leadership is the art of getting someone else to do something you want done because he wants to do it."

Dwight D. Eisenhower

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