



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 4 ISSUE 2

OCTOBER 31, 2009

SALES MOTIVATOR! From Ron Fleitz

Planning for Stronger Times! *I think we can all agree 2009 has not been a year we want to remember. Even though sales may be up, even or down, we see our relatives, friends and customers suffering through the economic slump. So, how do you create a sales forecast for 2010?*

If you are in sales, especially distribution sales, you have seen your customers hold back on many major purchases and reduce supply spending as they wonder what's going to happen next. As much as we would all like to sit back and consider what the future may bring, Monday is still around the corner as a new week (as well as –a new year) will be here soon!

If I still had my 100% commission distributor territory (as we all used to have many years ago) I would look back at 2008 or maybe even 2007 - whichever was stronger. If 2009 was not as aggressive as it could have been, then I would forecast off one of the previous years for my 2010 sales projections. Dig deep into your territory and knowledge. Remember all the great sales you made that particular year. Look at all the new accounts you picked up over the last three years and set the total aggregate number as your goal for new accounts in 2010. After all, you don't want to set projections based on a down year.

Take a look at about 25 of your company's more popular supply sku's. Check out another 15 great equipment items that can easily be learned for sales presentations. Run a report of past sales and see where you've gained. Most importantly, see where you have lost.

*Remember that word "prospecting" which **RADIO flier** has brought up numerous times? Over the past 3 years that we have published **RADIO flier**, you have also heard a two word phrase - "cold calls"! When was the last cold call you made? And we have shared with you many times that **you need to grow your business at least 20% every year** to make up for the lost business you will experience in any given year. If you don't believe it, take a real good look at your account base. You will see it. Hopefully you won't be too horrified!*

*Contact your manager as November starts and set a time to sit down and review your accounts, territory, potential and work habits. **Now is the time to plan for 2010, not December 26th!** To achieve 100% of your goal, you have to shoot for 150%. We want to plan on growing from one of the best years in the past, not necessarily last year!*

Happy Selling! Ron

Quote of the Issue

"High achievement always takes place in the framework of high expectation."

Jack & Garry Kinder.
The KBI Group

Manager's Thoughts

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

Steve Jobs, Co-Founder
Apple Computer Co.

OMNI NOTES

Have you seen our Product Info Supplement for our #113 Polymer Coated PF Latex Glove yet? If not, call Omni at 888-999-6664 or e-mail ; rfleitz@omnigloves.com and we'll e-mail you.

OmniTrust is a name you and your customers have come to know and rely on. Call us for samples and literature.

RADIO flier is a communication of FMA and is sponsored by:



Info@FMAinc.net to subscribe

©Copyright 2009 FMA Inc.
All Rights Reserved

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