



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron & Valarie Fleitz

***“It’s the Most Wonderful Time of the Year!”*** And you are probably saying—What? As the venerable Andy Williams holiday song kicks off the season with its vibrant orchestration, you can’t help but feel uplifted. And rightfully so, the song makes you feel “happy”.

The holiday season always brings many challenges... buying presents; over capacity shopping malls; nerve eroding traffic; thinking of loved ones, etc. Oh— and our gainful employment. Healthcare professionals always have to think of the patient, their jobs, healthcare reform, new rules, new regulations, patients rights, etc. You as a manufacturer / distributor representative or company employee need to continue calling on customers; order or deliver products; deal with back orders; close big equipment sales; boost the year end commodity sales; turn in your 2010 budget; start adding new prospects to your call rotations, and so on. And then before we get too exhausted, plan on how we will be attending the health club to start off 2010 with a bang. That is until, by the end of the first week of the year, you are disgusted trying to get on the treadmill after the 2 hour wait! Next week soon becomes next year. “Happy Holidays”! Oh, that’s another Andy Williams song.

We all look forward to the holidays, while at the same time, we sometimes kind of wish they would fly by in a millisecond. It’s not that we are just here. It’s how we are here. That call from the physician’s office to get an emergency box of sutures, the nursing home that forgot to order a special catheter for Mrs. Smith in 428 or the chronic “I forgot to order this on my weekly order and we need it NOW!” No matter what call, what request - how we handle that communication with the customer MAY be the real selling point to their loyalty or the conversion of the ever elusive prospect you have been working to win.

Many of you are frustrated by the loyal customer who is now counting pennies and paying more attention the “other rep(s)”. We have to consider the pressure they are under to cut costs, deal with more patients (it is flu season!), and many other factors unknown to us.

Make this a holiday season for your customer to remember—seeing you with a Smile; hearing compassion in your voice, delivering prompt service and proving your ever present desire to serve them better.

**Happy Thanksgiving to all!**

**We are glad you enjoy reading RADIO flier. Ron & Valarie**

### Quote of the Issue

“ Communicate, communicate and then communicate some more.”  
Bob Nelson—Author.

### Manager’s Thoughts

“Good supervision is the art of getting average people to do superior work”. Anonymous

### OMNI NOTES

**All the staff and management of Omni International wish you and your family a very blessed Thanksgiving We thank you for making 2009 another outstanding year!**

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