



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron Fleitz

**Take Charge Now!** *It's a new year—be alert for—new challenges, renewed opportunities and all else that comes with a new year.*

*How many times have you made your mind up to make an adjustment, improve your position and really make your job, sales territory and/or company better than before? You have planned it many times, however, I'll bet you have now already pushed a few things off... Folks, this is a crazy economy we are living in and you and your actions cannot sit on the sidelines anymore! You have to jump in and just make things happen now.*

*I have the opportunity to visit many distributors. Quite a few of you are feeling pressure from the market and looking to diversify your business. It's not good enough to simply say you are going to make changes. You better do it now or just be left behind. Whether you know it or not, the fellow distributor down the street, in the next town, region or state may also be contemplating making the same changes you are. Decide now—do you want to be a leader or another “me too”?*

*It's funny how much we all like to make New Years Resolutions. It's even funnier how many of us don't want to remember what resolutions we made by January 15th... Your “hopes” to regularly go to the local gym or YMCA to get in shape with daily exercise... After week one, you are down to 3 days, week two, 1 day and by early February you “rationalize” to start anew March 1st when things settle down. Yeah right? The only person we are hurting is us. However, in business, when we re-start the process of making changes, distributors tend to fall right back to past “routine” after the company's annual inventory so as to “make-up” what was missed those few days. More pressure comes as the emergency orders, urgent calls, and unforeseen situations take us from our daily plan - putting all the new projects on the back burner—because “We'll get to them later!” But later never comes.*

*If you do one thing in 2010, set your sights on a target. Maybe dust off the strategic plan, focus on a new additional market; territory, elusive accounts—perhaps, and take charge of your destiny. It's a tough business world out there-but-it doesn't need to be as challenging as we allow it to be.*

*It's still a great world with plenty of business for you. It may not come to you, but if you plan to seek it - you may be pleasantly surprised at how fast it shows up on your doorstep!*

**Happy Selling! Ron**

### Quote of the Issue

**“ Look for the positive in all situations.”**

Zig Ziglar

### Manager's Thoughts

**“I have yet to find the man who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism.”**

Charles Schwab

### OMNI NOTES

**Happy 2010 to all! Omni International LLC is off to a roaring start looking forward to fill all your customer's glove boxes. We look forward to another great year. Let us know at any time what we can do for you!**

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