



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 4 ISSUE 5

FEBRUARY 22, 2010,

## SALES MOTIVATOR!

From Ron Fleitz

**“Just For You (for doing it our way)!”** Every good distributor is trying to differentiate from all the others. There are many ways to do that - most utilize a more generic approach. Have you ever thought of personalizing your customers order?

*My thought: give a little “something” that says Thank You. Let’s say Jane Smith is the buyer for Bob’s Nursing Home, (or it could be Sally’s Surgery Center; Dr. Smith’s office.) This facility is a great customer and you share their business with another distributor or two. Even though they buy a lot, it’s in 3 orders a week; One decent size order, and 1, “so- so” order along with an “emergency” order weekly. As the sales representative, you really don’t care too much— they are ordering, right? Unless, of course, it affects your income. Your customer service department might be dreading the call— because this customer often needs a rush job. The warehouse personnel, shipping department, and the company employed truck driver see it as job security. However, the Operations Manager sees a customer with a 20% higher handling cost. Based on current distribution profits, the company can’t afford one, let alone a healthy percentage of these customers.*

*Emergencies do happen –but not weekly! So let’s try to reward the customer proactively while adjusting their habits. You may introduce them to internet ordering (to save your CSR’s time) or just try to get one order a week. Follow through with your planned appreciation.*

*This will require low key sleuthing... what do they like? A coffee card, a specific candy, a certificate for a free IPOD download? Find out by getting to know them better and then experimenting with a reward.*

*This gift/reward idea requires some “prep” time...Let’s say Jane mentions a specific “coffee”. Design a program for Jane that sends a coffee card with the chosen purchase order size (i.e.: \$1,000 minimum). Don’t tell her it’s coming. Place the card in a little white bag with your company logo. Include a big “Just for you \_\_\_\_\_ (write her name), and a brief note saying “Thanks for helping us serve you better.” When she opens the box marked personal/ with her name and finds the bag enclosed, she’ll be happily grateful. Understandably, it didn’t arrive with the small order(s)!*

*Don’t stop there—think of nice little “seasonal” items to receive, but not too personal. Be creative, you have infinite opportunities to show appreciation. At a time when everyone wants your prized customers, you need to think “out of the box”.*

**Happy Selling! Ron**

### Quote of the Issue

**“When you quit getting better, you’ll soon stop being good.”**

Bernie Lofchick  
CEO Midland Appliance.

### Manager’s Thoughts

**“People who feel appreciated by their employers identify with the organization and are more willing to give their best to the job.”**

Peggy Stuart,  
Assistant Editor,  
Personnel Journal

### OMNI NOTES

*Our vinyl gloves are DOP/DEHP Free and it is really starting to make a difference. Look for our Glove Lines Newsletter in the next week! If you love our gloves today, you’ll love them tomorrow. **OmniTrust, and OmniShield** Call 888-999-6664 for samples.*

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



Info@FMAinc.net to subscribe

©Copyright 2010 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