



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron Fleitz

**“The Sales Lead!”** *When was the last time you received a sales lead from a manufacturer? When was the last time you communicated with a manufacturer about a sales lead?*

*You should treat sales leads like gold. The manufacturer spends tens of thousands of dollars in advertising in publications we see—but most places we do not visualize. They need, and should demand comprehensive results—whether a sale, or the reason why there was not a sale.*

*Going way-way back to my second year in health care sales (1973) with a Cincinnati distributor, my sales manager received a call from a manufacturer who had a lead going bad. They admitted they had given it to a competitor about a month prior, but could not get a response as to the lead quality. The manufacturer of Good Lights had a sales lead for a family practitioner in my Cincinnati territory. It was a potential \$200.00 sale in an account controlled by the same competitor. Given the lead, I first called the manufacturer to say thanks and that they would hear back from me within 2 weeks or right after I spoke with the prospect, whichever came first. The manufacturer was delighted to simply know someone cared about the lead. I “brushed up” on the product, called the prospect and set a time to visit the doctor.*

*When I visited the doctor, I was surprised to find out that I didn’t have to make a sale - just take the order! You see, the doctor already owned two of these Good Lights and just wanted one more. On straight commission, with our second of our four kids on the way, I certainly needed all the sales I could get. The manufacturer gave a gift, not just a sales lead. The follow-up phone call and thank you note preceded many more sales leads to our company from this manufacturer.*

*I wish I could tell you this doctor converted all his business over... He didn’t and was very loyal to the sales rep and company he had been using for years. However, he would often contact me about various equipment related items and from time-to-time would throw an order my way. Of course, I never said—that his current supplier didn’t follow up on the lead. I was just very thankful they opened a new door for me.*

*I learned a lot about that first sales lead I ever received. Maybe you just learned something too. Leads are priceless, timely, and most of all allow you the opportunity to win new friends, customers and sales.*

**Happy Selling! Ron**

### Quote of the Issue

**“ Make the most of yourself, for that is all there is of you.”**  
Ralph Waldo Emerson

### Manager’s Thoughts

**“None of us is as smart as all of us.”**  
Bob Nelson  
Management Consultant

### **OMNI NOTES**

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