



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

By Ron Fleitz

“Thoughts on why distributor sales people don’t pick up new accounts!” Summertime can be devastating for your rotations. How many times have you adjusted your 2 or 3 week call rotation in order to make more time for you, and less time for some accounts? Those neglected accounts compromise smaller customers who don’t buy that often; prospects, or customers who buy little from you (but much from others!). Too often, we sales people tend to come up with excuses rather than pro-active visions. I heard the following “slackeros” from distributor sales representatives over the years.

- **My territory is saturated...I just can’t call on anyone else.** Obviously this person needs to be excused from his/her sales position AND today isn’t fast enough!
- **The economy is bad and nobody is going to the doctor/dentist, etc.** This rep needs to see a doctor about a non-physical “condition” quickly.
- **I can’t make calls before 9, at lunch time or after 5.** In this age where doctors are scheduling 5 AM appointments, in the evenings and even on Sundays...I think you better reconsider. Sales folks have told me they call on some nursing homes on Saturdays when the buyer orders!
- **Prospecting for new customers takes too much time?** Have you not heard about the unemployment lines recently?!
- **I don’t get any leads from either manufacturers or my company.** They may be aware of low activity and your shrinking territory.
- **Many of the customers I have dropped were just price shopping.** Maybe true—but you never know when “shopper” becomes “buyer”.
- **The competition trashed the prices.** Only on occasion do I agree with the following idea - every once in awhile it feels good to “dish it back” through one of their best accounts. Often this will discourage the competitor’s low price syndrome.
- **They keep saying “We’re not interested.”.** You need to change your approach. Think about how many “sales people” communicate with the buyer everyday; copier, office supply, competitors, telesales, walk-in’s, faxes, e-mails, etc. How can you change your approach so you receive the “ear” you deserve? Think out of the box. Don’t dress like Bozo—but differentiate somehow.

Rather than slow down for the summer months, You should put forth and take advantage of others slowing down- picking up some great new customers for your newly expanded territory!

Happy Selling! Ron

Quote of the Issue
“ All great achievements require time.”

David Joseph Schwartz

Manager’s Thoughts

“To serve your clients best, you have to put your people first. People are a company’s one true competitive measure”.

Hal Rosenbluth - CEO
Rosenbluth International

OMNI NOTES

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