



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

By Ron Fleitz

“Resets are very common in the retail trades!” In case you are not aware, your local retailer is constantly re-arranging their store to keep it fresh, keep you “looking” and sell more product. Yes, some of you get very upset because your favorite product has moved either two feet on the same aisle OR maybe even to another aisle. However, did you notice that when you go to look for your favorite product and it has moved, you also tend to look at what took its place?

My company, Omni (GLOVES) International goes through this frequently. Even though the box of gloves may not say Omni, but has the retailer’s name, we move with the flow. It usually means a bump in sales as people find our product where the elastic bandages were before. We may have even “replaced” aspirin. In a way, it’s refreshing.

Now, look at your territory. How many years have you done the same old, same old? Sure, you are used to a pattern. Hopefully a territory pattern that has been successful. At the same time, you probably see the same accounts the same time every two week rotation. As much as this may be productive, you do need to ask yourself... “Am I really a bread Route salesperson?”

Now some of you may have been running the same pattern for ten years and a change could be devastating to you. However, did you ever think that by making adjustments (resets in your schedule) how many of those prospects may convert? Sometimes a “not interested” customer is that way only because you are catching them at some of their busiest moments. Maybe a territory adjustment is what turns a “not yet” into a “we are interested”. Of course, you need to consider your existing accounts and make sure you do not create an issue with them. At the same time, a customer analysis might reveal why you don’t sell gloves at account ABC. The reason- despite your taking orders, you aren’t able to spend quality sales effort at that account due to the time of day/week you are visiting their facility.

It’s July 1 and the summer is almost half over. This could be a great time to take a few hours to analyze all the accounts you have (are you getting all your fair share?) and the prospects (everyone else). As you ready for the Fall, could a slight reset allow you extra time with prospects and customers to build business? Try some slight adjustments (resets) now. You might find how well it works AND resetting your daily route should invigorate you to a more positive attitude and refreshing change. Have a great Canada Day and July 4th weekend.

Happy Selling! Ron

Quote of the Issue
“ Look beneath the surface in apparently negative situations and find something positive to say.”

Zig Ziglar

Manager’s Thoughts

“To improve is to change; to be perfect is to change often”.
Sir Winston Churchill

OMNI NOTES

Did you see our news release last week? Omni has a new anti-microbial technology in our food service gloves. Guess what’s coming in the future? If your customers have a kitchen (LTC /acute Dealers), you can be a hero NOW. Check out our website www.OMNIGloves.com today and/or contact your representative. Join the OMNIGLOVE Revolution TODAY!!!!

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