



RADIO *flier*

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From Ron Fleitz

The Holiday Season Approaches!

Do you send "Happy Holiday" or Happy Thanksgiving cards? Or is it plastic or paper?, credit or debit?, plain or peanut? Well, do you send either or both?

The Holidays offer a unique opportunity, to use one, the other or both. If you think about it, when do you say "Thanks" to your customers? I am sure most of you do it regularly. But do all the important people get to hear it? For instance, the people you see regularly always hear those two wonderful words. But what about the business office, the administrator, Director of Nursing, Doctor, Physician's Assistant etc?

Then in that case, maybe you should consider one of the many, sometimes hard

to find, Thanksgiving Cards that are available. (That's why I am writing this column now).

Many companies send holiday cards of some type. You should probably consider doing it anyway. But if you can't swing it for ALL your customers, how about sending Thanksgiving Cards to your "A" Team customers. These are people you always need on your side.

*Did you ever consider how many other holiday cards arrive when yours does? Your card **may be seen** among the other 40 that arrived that day. Remember, other suppliers may send cards...but the patients and families send way more. Now, a Thanksgiving Card arrives when others don't.*

Maybe this year, you could consider sending Thanksgiving Cards out the Friday before

Thanksgiving so they arrive by Monday, before the crowd leaves to visit family. (My Canadian friends would send them out the Monday a week prior to their Thanksgiving in October). Send your holiday greeting cards about 12/1 to beat the majority of those cards they will receive.

And of course, if you miss Thanksgiving and the religious Holidays, there are alwaysHappy New Year Cards. Come to think of it, not a bad thought either.

*Pitney Bowes, the USPS, Canada Poste, Hallmark, American Greetings and all thank you for even thinking about it. So will your customers, of course, as long as they **see** your greeting.*

*Oh, by the way, Let us be the first to say.....
Thanks for everything
Happy Selling!
Ron*

Quote of the Issue:

"Take Pride in how far you have come, and have faith in how far you can go"

Christian Larson

(Thanks to Richard and Judy Weinstein of R. Weinstein in Honolulu)

Manager's Thoughts

"I've always found the speed of the boss is the speed of the team"

Lee Iacocca, Former Chairman, Chrysler Corporation

Having trouble reading Radio flier?

If so we are sending out PDF's to several managers who want to copy it for their sales teams.

If you would like it in a PDF version send a note requesting it to:

rfleitz@FMAinc.net.

As always, You have our thanks in advance.

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You Answered!.....

As mentioned last issue, several of us were seeking more creative titles for “sales reps”. We received 55 responses and here is how your peers have their “title” on their calling cards.

No Title 16

Sales Representative 13

Account Manager 9

Account Executive 6

Territory Manager 5

The remaining 6 votes went to Account Representative, Sales Manager (for a territory-not management) Area Sales Manager and Sales Executive.

Thank you so much for the impressive response. We'll do this again sometime soon.

How about a Special Holiday Sales Opportunity!

The Christmas/Hanukkah Holiday Season is FAST approaching. Whenever I think about the holidays, I start to think of customers of mine that ordered gifts through me for relatives, friends, fellow healthcare workers, etc. I know I sold many a stethoscope in December. How about you?

You know you don't have to spend a lot of money to present a truly quality gift. For instance, the Mabis Signature Stethoscope #10-412-020 offers superior quality at a very reasonable price. Most importantly, you need to take a look at the product and compare it with the more expensive equivalent. Heck, I remember when I used to sell stethoscopes to the medical students at their “purchasing fair”. We would line up many stethoscopes on the table, tell them to listen through each one and select the one best for them. They realized, it doesn't have to have the “famous” name, just the quality. Mabis stethoscopes are extremely high quality. That means a happy gift recipient. Just what THEY want!

Now think about it. If stethoscopes are a popular gift, why not present them along with other items in a “Holiday Sales Flyer” How about a Pacifier Thermometer (#15-690-000) for Cindy who just had a baby. Or, the (#04-320)Electronic Blood Pressure unit for Uncle Henry. Maybe you even add a Box of Omnitrust Nitrile gloves which Cousin Willy would use while changing his oil, A First Aid Only first Aid kit for Aunt Jane's new car, Dukal gauze sponges for Dad's workbench or even a Sklar Utility Scissor for Grandpa to cut his pennies in half.

*Put these items together in your Holiday Sales Flyer and get it out in early November. What a unique sales and marketing opportunity. Think of your cold calls. This is one of those safe flyers that can open the door without threatening that customer's favorite sales rep's business. And it's a great way promote without selling! After all, you are trying to help shop for others, not supply the shelves. However, it will most likely open new sales opportunities both ways. **Have a SUPER SALES DAY!***

Have a terrific week! Don't forget to “Treat” everyone right even after Halloween. We appreciate your support and look forward to assisting you in any way we can. Just give us a call. FMA-Your Distribution Solution!