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SALES MOTIVATOR!

By Ron Fleitz

“How precious a moment and a customer” *What seems almost like a lifetime ago, I remember in the early days of NDC University when I invited a person from 3M Company to present a session on Time Management. I still recall some very important moments from that session.*

One was the description of the rocks and sand in the glass jar. If you fill your day with sand (meaning the small things), there will be no room for all the more important aspects of your life being the bigger rocks. However, if you fill the jar (your day) with rocks first, there will be plenty of room for the small things as the sand works its way around the rocks in the jar. Thus the practical parallel of prioritizing.

During that same presentation a time comparison was offered, which impacted me greatly to this day. What is

A Year —left to live for a person with a terminal disease.

A Month—to the premature baby.

A Week—to the newsmagazine editor.

A Day —to the daily wage earner with a family.

An Hour—to lovers who wait.

A Minute—for the last train home.

A Second —for an auto accident to happen.

A Milli-Second—to the Olympic athlete.

As I thought about writing this month, I also thought about the customer. Here we are in a sluggish economy- a health care system under reform. Being aware this change will directly affect the way and who we service... a growing “group” system that directs business away from most. A customer base who is faced with economies of scale unprecedented in the history of our industry. How “precious” is our customer today.....?

Consider some of the times above with your career. Have you proved your value even more this year than last? Are you grateful to be working week after week? How many years did it take to build credibility with that new account? Did it only take a minute to capitalize on a mistake your competitor made with another account? And did it only take a second for the prospective customer to say Yes and start buying from you?

Come to think of it, every moment and every customer is precious to all of us. As we round out the summer, let’s make the next five months the most valuable in our careers!

Happy Selling! Ron

Quote of the Issue

“ Things may come to those who wait, but only the things left by those that hustle”.

Abraham Lincoln.

Manager’s Thoughts

“Nothing so conclusively proves a man’s ability to lead others as what he does from day to day to lead himself.”

Thomas J. Watson
Founder—IBM

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