



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

By Ron Fleitz

**Keeping your head on straight** can be a real challenge as we are faced with the intensity of our business world today. I have seen many distributors make adjustments this year and some of them have been rather drastic. Others, not nearly enough. And that is the challenge for distribution...what do we do next?

As distributor personnel, you have to continually strive to work together. If for no other reason, keep the perception of a smooth running operation. Even some of the worst marketing and sales plans can look good IF the group is working together. And working together in a distributor is no easy task. Many tend to be in "their own little world". It's acceptable, but doesn't impress the customer much. They would prefer seeing a company above the rest. With certain competition, you do need to always strive to be the best!

Let's start with your logistics. You may have several delivery vehicles serving your customers. If the drivers dress alike and driver 1 has to cover for driver 3—there is some visual consistency. (It sure beats driver 1 wearing a Michigan shirt one day and driver 3 wearing an Ohio State jersey the following day.) Deliveries may not improve...however recognition reigns and the company service looks good. Any investment presenting your logo is wise—from uniform shirts to a special bag for the smaller various size items to be delivered.

Purchasing buys many different products. If purchasing is in tune and working together with sales management, re: coordinating products to promote as a company, you may be surprised the consistent appearance your product mix offers in the field. Consider how fewer SKU's are sitting out back, your increased fill rates, as well as improved velocity all the while saving precious dollars for internal improvements, sales or purchasing budgets.

Does one customer service representative answer the phone "hello xyz medical", while another says "good morning and thanks for calling XYZ, I'm Sandy, how can I help you? You have just said a lot, with only a few more words. Sandy personalized the conversation—it's not just placing an order anymore-it's greater communication! And when you have communication, it's easier to add items to the order.

And sales people—are you still taking orders for the products that the customer says they want—but would be willing to switch if you only asked? See the purchasing part above! Also, have you been promoting what management wants and trying harder than every other sales person in the company—even though you are a 3 month rookie?

As I mentioned at the start of this communication, keeping your head on straight is a challenge. But you see with a little work, even the most discombobulated distributor can make a few adjustments and look like a synchronized selling machine.

**Happy Selling! Ron**

**Quote of the Issue**  
"Progress always involves risk; you can't steal second base and keep your foot on first."

Frederick Wilson

### Manager's Thoughts

"If you don't give people information, they'll make up something to fill the void."  
Carla O'Dell, President  
O'Dell & Associates

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