



RADIO flier

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SALES MOTIVATOR!

By Ron Fleitz

Will you pass please. *The Christmas carols are playing on the radio, your television channels are highlighting all the future claymation Christmas shows, the turkey is just about on the table and you either have or have not thought about your 2011 business plans. Well, go ahead, pass the turkey—but get those 2011 plans on the front burner.*

Many of you may not be in the more strategic planning for your company. But that doesn't mean your "thought processes" shouldn't be working. Here are some ideas you may consider for your respective part of your company.

- *Purchasing—What vendors should you reach out to and see how you can strengthen the relationship?*
- *Marketing—Are you going to do the same old things as last year? Why not look at a few new vendors who aren't normally on your radar screen, and mix it up.*
- *Customer service—What products are the easiest to add to inbound orders? Sit down with marketing and sales and help them find new vendors and products to add.*
- *Web Site— When was the last time it was refreshed? If not monthly, refresh it quarterly. When customers see something new, they'll definitely be back.*
- *Sales Representatives—Check the phone book and see how many new customers showed up that you missed last year. Stop by and introduce yourself because you never know when they will want to change suppliers.*
- *Logistics— Have you evaluated your inbound and outbound carriers? Are your company drivers efficient and friendly?*

So go ahead, eat some turkey, be thankful for what you have and that you have the opportunity to grow your business. (Now maybe you deserve that smaller second helping.)

RADIO FLIER says thanks too, for all the comments and support you have given us over the last four years. May you and your families enjoy the true meaning of Thanksgiving.

Happy Selling and Thanksgiving! Ron & Valarie

Quote of the Issue

"Do not wish to be anything but what you are, and try to be that perfectly."

St. Francis De Sales

Manager's Thoughts

"To improve is to change; to be perfect is to change often."

Sir Winston Churchill

OMNI NOTES

Please remember our Troops and all those who are in need and away from their loved ones on this special and every day.

The entire Omni International Team wishes you and your family a wonderful and blessed Thanksgiving!

Call OMNI to learn more about the gloves of the future and get samples at 888-999-6664. Omni—always "Protecting People and Products"!

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