



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 5 ISSUE 3

DECEMBER 29, 2010

SALES MOTIVATOR!

By Ron Fleitz

Is 2011 YOUR Year? *In other words...What's it going to take for your distribution company to survive in the oncoming New Year's chaotic environment and are you prepared for the challenge?*

Consider the following:

- *Have you set your goals for "profit margins"? You definitely need to set your sales goals. No need to worry about sales goals unless there is profit. As my long time mentor and medical supply industry Icon, Jim Stover, used to say "I have yet to see anyone make a deposit with sales dollars." Look at the **profit** dollars.*
- *How is information flowing to you in such a technology age? Can you receive, absorb and disseminate all the information to make it powerful for all departments of your company, let alone the customer? DO you have the capability to get information on your new products to the customer before your competition? Being first could net you the business—but are you also technologically on the front lines? Take time to improve **ALL!***
- *Are you ambitious, enthusiastic, goal oriented, full of willpower? If you have any questions or hesitations here, go to a motivational training program or consider a new position! No matter what you do: purchasing, customer service, sales, accounting, you need to be "on top of your game" going forward as the competition will heat up even more this year. **Do not question that statement!** It's a fact—especially with potential reimbursement cuts, more intense competition and reform all on the front line....Be prepared and have a fallback plan in place!*
- *How many "new accounts" are in your goal planning? Always remember that you will lose 20% of your business this year and that to show an increase you must sell north of that. Keep in mind also that your more profitable accounts are the most susceptible to loss and that may mean you have to double or triple the sales volume to overcome the real "profit" loss. Consider Mr. Shaw's "Quote of the Issue".*

These are but a few thoughts to consider as you wind down 2010 and we all look forward to what 2011 brings our way. No matter what your position, in order to make the new year stronger than the old year, we all must be readying now—as it begins!

Happy Selling and Happy New Year to you! Ron

Quote of the Issue

"The people who get on in this world are the people who get up and look for circumstances they want, and, if they can't find them, make them."

George Bernard Shaw

Manager's Thoughts

"Training is everything...education is the cornerstone to survival."

Anita Roddick, CEO,
The Body Shop

OMNI NOTES

*OMNI will be offering you many new products to sell in 2011. Happy New Year from all your friends at your current or future glove source, Omni International. Call OMNI for samples at 888-999-6664. **Omni—always "Protecting People and Products"!***

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