



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

By Ron Fleitz

**If 2011 is YOUR YEAR, then you better start calling on new prospects NOW!** Yes, I am talking about "cold calling" again. Too many sales people get to a comfort zone and think that they have paid their dues so they don't need to bend down to calling on any new prospects, unless, of course, they get a sales lead. But that's not a real "cold call".

Consistently avoiding weekly cold calling is a great way to wind up with lower wages as, eventually, your income starts to dive. And then it is too late. Why?...because you will feel that the world is caving in on you and then your company is not doing it's part. The next phase that hits you is that all your competitors have better pricing, are picking on you and on and on until you either quit or are escorted to the door. A lackadaisical sales attitude is the kiss of death. You must keep prospecting every week!

More importantly, WHY is cold calling or prospecting so important for any salesperson? Salespeople who stay on top of their game find that calling on strangers keeps them on their toes. You see, when calling on a new prospective customer, you have no influence, no acquaintance, no pull—it is strictly sales talent that gets you in or keeps you out. I can assure you that prospecting the future customer is a good way to improve and make your sales skills even stronger. You may also be surprised at how much new, profitable, business can be gained.

Consider the telemarketer. The telesales rep is like a radio play-by-play announcer, creating the picture and telling the story to the listener over the course of literally seconds to get through the receptionist to the decision maker "sight unseen". They don't have the benefit of telling the receptionist her smile is priceless on this gloomy Monday. Then they have to "sell" the decision maker enough to keep their attention and interest with a few more seconds.

It is far easier to get through the receptionist in person, unless you walk-in ill prepared or poorly dressed. As a field sales rep walking in the door, both you and the receptionist have the opportunity to interact visually as well as speak. If you are lucky, the decision maker might be listening or walking by and may allow you to enter the back office for more conversation.

Practice makes perfect and cold calling may give you just the stamina you need when trying to sell that \$25,000 power table to a psychiatrist! At least remember this... There is more money to be earned from cold calling new prospects than from any other form of marketing!

**Happy Selling! Ron**

**Quote of the Issue**  
"You will become as small as your controlling desire; as great as your dominant aspiration."  
James Allen

### Manager's Thoughts

"Successful business managers must learn to relish change with the same enthusiasm and energy that we have resisted in the past."  
Tom Peters

### **OMNI NOTES**

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