



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

By Ron Fleitz

Chances are your company has a web site and possibly even offers on-line ordering. Your company web site should also offer the opportunity for interactive communication. Distributors should be making constant adjustments to keep the competition off balance and the customer interested.

I was asked during a sales meeting earlier this month, what adjustments would I make if I were a distribution sales representative today? Read on to consider the following:

- *Review my entire account listing. Reclassify the A,B,C,D customers if necessary.*
- *Make a new classification, perhaps—P=Prospects.*
- *Research my entire territory via phone books, web sites, etc., seeking every possible prospect who could buy more than five items from my company. Any of those new names go into my prospect list including medical, dental, veterinary, commercial, industrial...anybody who could purchase at least five items.*
- *Add them to the respective geographical territory. Try to add one contact per day to your call rotation routing to the appropriate A,B,C or D list to keep in rotation.*
- *Make sure I have as many e-mail addresses as possible.*
- *Develop a weekly communication that would be sent on Friday for everyone I plan on visiting/calling the following week. It's like the old "Advance Cards" we used to mail to out-of-town customers to arrive a few days before we arrived.*
- *Ask my manager how I can be a better team player.*
- *Contact every manufacturer my manager suggests and make sure I am up to date on their new products.*
- *Be more interactive at sales meetings.*
- *Encourage my company to develop a monthly newsletter.*
- *Learn all I can about GPO's.*

Brainstorm now for your further personal additions!

2011 is still young. It's your year...make it all that you can.

Happy Selling! Ron

Quote of the Issue

"Accept the challenges so that you may feel the exhilaration of victory."

Gen. George Patton

Manager's Thoughts

"Good ideas and innovations are not adopted automatically. They must be driven into practice with courageous patience." Admiral Hyman Rickover

OMNI NOTES

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