



# RADIO flier

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## SALES MOTIVATOR!

By Ron Fleitz

*Everybody works hard to develop business for your company. Whether you appreciate it or not, one of the most challenging sales positions in your company is the Credit Department. Yes, I did say sales positions and I'll explain why.*

*A very close cooperative working relationship is essential between sales and credit. One entity is trying to develop sales while the other is trying to ensure it. Because, without prompt payment from customers, profitability starts going down the drain. Your company needs to pay the bills on time. Your company also makes more money if they take quick pay terms from your vendors. Remember, the Purchasing Department has a budget that is based on **real dollars**. Without the money, they can't order. It is a vicious circle.*

*Formerly, if you dealt with "professionals", credit was never checked. The prospective customer earned credit because of who they were, not how they paid. Not anymore! Your Credit Department defends your efforts to increase sales while protecting you and the company from **destructive slow** and/or non-payers.*

*You may never know how many times your Credit Department communicates with an existing customer. It is far more than you would ever realize as they handle your customer as gingerly as they can. It's their job to protect the company, customer and you. Just imagine most of the calls they make. It's not to say thank you for the prompt payment, yet I am sure those are made from time to time.*

*Just like a manufacturer's representative who you may need to support your sale, your Credit personnel are there to ensure and defend your sale. Maybe one of your next "sales" should be to strengthen the communication between you and your Credit Department? Think about how many challenging calls they make in the name of saving accounts for you.*

*Never forget, as a sales representative, **you** do enjoy having "Happy Times" with your customer. Always remember, the Credit Department allows "Happy Times" to come true...credit permitting!*

**Happy Selling! Ron**

### Quote of the Issue

**"Obstacles are those frightful things you see when you take your eyes off your goals."**

Anonymous

### Managers Thoughts

**"Leadership is the capacity to translate vision into reality."**

Warren G. Bennis  
Management Professor

### **OMNI NOTES**

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