



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron Fleitz

Have you been thinking lately? Your marketing mind should be really pushing the endorphins these days. With the consistent rise in oil prices affecting everything except the rain from above, you should be brainstorming away what new items can open doors to customer purchasing growth. That "item" may be nothing more than a "price" on an existing item. Your competition is definitely affected as much, or maybe even more than you.

Certainly your customer is aware, having been to the gas station, grocery store, and/or (insert name of place here). Everything is being affected by the rise in basic costs. You have probably maintained a minimal margin in order to keep your customer happy. Most independent distributors have. With that (covering your behind) in mind, **now** may be the "golden opportunity" for you to approach all those former or prospective customers to see where their current pricing stands.

Seldom do you have this "golden opportunity". You may not even be holding prices yourself. You may have raised prices, but more conservatively than others. Therefore, you may be in a more competitive situation than you think. And this could relate to capital equipment as much as it does commodities and general supplies.

Now, if you are afraid of challenging the pricing today, maybe an even greater situation lies ahead. As you know, and you have seen, \$4.29 per gallon of gas stinks, especially when it was \$2.83 per gallon less than a year ago. When oil goes down to \$70.00 per barrel (as we all pray it does), will we all be happy with \$3.25 (compared to \$4.29)? You bet we will! Well, that prospective, or former customer of yours may see the same thing from their "current" supplier. With that in mind, you now have two opportunities to reset a customer's business to your product line.

Of course, watch your own back at your customers. You don't want your competition to take a page from your playbook.

Happy Selling! Ron

Quote of the Issue

"Man's mind stretched to a new idea, never goes back to its original dimensions."

Oliver Wendell Holmes

Manager's Thoughts

"We lead by being human. We do not lead by being corporate, professional or institutional."

Paul Hawken

OMNI NOTES

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Ron Fleitz
Vice President Sales & Marketing
Omni International LLC
Bedford, NH 03110
888-999-6664 Ext. 208
rfleitz@OMNIgloves.com