



# RADIO *flier*

## SALES MOTIVATOR!

From Ron Fleitz

### **Unimportant Important People**

*Do you know the receptionists name? The part-time assistant ? The purchasing agent (who buys the other products you don't sell to the facility)? The Assistant Director of Nursing? The other nurses in the doctor's office? Some of you do, but most of you don't. Those of you who do know them - you will always be a big winner.*

*Knowing and caring about people is so important. Too many times sales representatives sit in a waiting room reading old National Geographics, Time etc.. You will probably learn something from reading an institutional magazine if you are in a hospital or nursing home.*

*But, what about Public Relations? You might say "She's only the receptionist." OK,*

*today she is not buying much of anything. She may not be letting you past the front door either. Tomorrow, she may be ordering supplies. Hmm... You may be thinking "What was her name?..." "I wonder if the other reps got to know her?" I remember when Louise was the purchasing department receptionist at a Hospital in Cincinnati. Most people ignored her. Louise knew all about the Fleitz Family and I knew all about her vacations to Myrtle Beach, relatives, life in general since I would visit her at 8 AM every Tuesday morning. Most others didn't care. Louise was promoted to one of the med-surg buyers at this 450 bed hospital. Do you think I had any problems getting more business? I never had to ask for it. I earned business because I cared about her when she was "unimportant".*

*What if the nursing*

*home's Assistant Director of Nursing becomes the Director. Do you know him/her? I humbly remember acquiring business at the second nursing home I ever called on because the Assistant Director saw me talking with an elderly gentleman who was sitting by himself in the hall just outside the waiting room. I don't know if he understood a thing I said, but at least I put a smile on his face. (I do look sort of funny!) The Director wanted to give me at least a little order since I was not there to just make money.*

*It's times like this when we earn money without quoting a price. How rewarding can that be? You never know where or when the unimportant person will be able to help you, directly or indirectly. Now, isn't everybody important?*

**Happy Selling!**  
**Ron**

### Quote of the Issue:

***"If there is faith in the future, there is enormous power in the present."***  
**Zig Ziglar**

### Manager's Thoughts

***"It is commitment, not authority, that produces results."***

**William L. Gore,  
Founder,  
W.L. Gore &  
Associates**

**Sign your sales team up for RADIO flier like many other dealers have.**

**OR**

**If you would like to receive RADIO flier in a PDF version send a listing or a note requesting it to:**

**[rfleitz@FMAinc.net](mailto:rfleitz@FMAinc.net).**

**As always, You have our thanks in advance.**

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### **RADIO flier is a communication**

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DO you know who makes sterile trays/packs that you can sell to outpatient surgery centers, Urgent Care Centers, hospitals, doctors offices?

DO you know who can customize these trays/packs for the account who has a slightly different need, or simply wants a pack unique to them?

DID you know that you can put the doctors name, facility's name, even YOUR name on special trays/packs?

DID you know this company manufactures the instruments used in their trays/packs And has made surgical instruments since 1892?

NOW you know that the company who can do this for you is **SKLAR**? Call Bob Shaheen at 800-221-2166 to find out how **SKLAR** can help you jump into the tray and pack business in your neighborhood.

## **It was a Great Sales Meeting!**

*I had the pleasure of attending a sales meeting where the distributor invited a representative with a "WOW" product. Most importantly, the dealer personnel in attendance were "WOW"ed by what they saw and heard. Additionally, the customers are now being "WOW"ed by the product. This is what happens when you have prayed for a great sales meeting and it all comes together.*

*My hats off to Robert Smith of the McCue Corporation. As earlier mentioned, I watched this phenomenon first hand as a very knowledgeable **manufacturer's rep, a product** -The McCue Ultra VPL; **and a dealer**—D & H Wholesale Medical all gelled at the same time. On top of this, we didn't even get to see the unit in action. The meeting was cut short to take the product out to an appointment.*

*The McCue Ultra VPL (Variable Pulsed Light) System is a hit on it's own. But when manufacturer's rep and dealer align together, who knows what tomorrow may bring. And this is a big dollar sale!!!!!!*

*How have your sales meetings been? Do they "light up" the sales team? Is it the same old same old? Ladies and gentlemen, it takes more than the sales manager developing the meeting and bringing in the representatives. It takes the interest and support of the distributor team. Of course, a lot of the excitement comes from the manufacturer's representative who presents the product. Simply stated, Mr. Smith had the passion to show his product. The dealer had the passion to promote the product. And together they will develop one heck of a lot of business together.*

*Its been awhile since I have seen this much charisma at a sales meeting. It was magical to say the least. I can still feel all the positive vibes. Help your manager find that special product and person for a future sales meeting. I assure you the excitement will belong to all in attendance. Let's hope that many of you experience this soon. (Oh, ask me about McCue.) **Have a SUPER SALES DAY!***

**Thanks for taking a moment to read RADIO flier. We appreciate your support and look forward to assisting you in any way we can. Just give us a call. FMA-Your Distribution Solution! Have a terrific week!**