



SALES MOTIVATOR!

By Ron Fleitz

It's summer time again and for some that means "the living is easy". However, to others that means more yard work, much needed home and outdoor maintenance projects, etc. Just when you thought it might make sense to slow down for the summer, you might want to consider the following.

- 1. More than 1,000 businesses will not reopen after this three day weekend.*
- 2. At least 40 businesses will close due to bankruptcy by noon today.*
- 3. These facts are from seven years ago when we had a strong economy. Just imagine what the real figure is today—2011!*

*The reality is we have to work smarter and harder! Of course, we all do need vacation time as a recharge. Just don't let summer time slow **your** work days. It can be too easy and very costly to you when Labor Day hits.*

Even though many in our respective government's say the economy is back on track, can you say that your sales are going UP, your profits are stellar, and your customer, the professional, is not suffering? Are you kidding? Physicians are very concerned as they see more potential cut-backs in reimbursement, higher employee wages, more competition from the corner pharmacy "in-store clinic", nurse practitioners, hospitals, etc. I even know a physician from Canada who practices in the USA who is considering returning to Canada to practice. All health, dental and veterinary care practices are in a state of change.

It's a challenge for our customers and new professionals in these respective fields who will be opening up new offices and are under tremendous pressure.

So, as our summer is now here, let's not take it "too easy" as we seek ways to help our customers enhance their practices and keep our companies strong!

May you have a wonderful Summer!

Happy Selling! Ron

Quote of the Issue

"Any fact facing us is not as important as our attitude toward it, for that determines our success or failure."

Norman Vincent Peale

Managers Thoughts

"An open door policy doesn't do much for a closed mind."

Bob Nelson

OMNI NOTES

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