



# RADIO flier

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## SALES MOTIVATOR!

By Ron Fleitz

*Canada Day is only a day away and Independence Day is Monday. That's pretty much the middle of summer. Since it is mid-summer, how do you feel about selling? Do fickle customers annoy you? Are you being pressed by your competition? GPO's draining your margins? Are new accounts getting harder to find? Do you feel like you are up against the wall and it's reinforced concrete with "no give"? Maybe the "dog days of Summer" have hit home...*

*Well, you need to get over it. Buy yourself a day for mental rehabilitation and open your mind to all that is good. Here are a few facts that may help.*

- You all know who Bob Dylan is. He has made all kinds of music and thus earned a ton of money. He was also booed off the stage when performing at a high school talent show. Wouldn't you say that he stuck with it until his creativity in music improved?*
- Mr. R.H. Macy (founder of Macy's department Stores) failed, not once, but seven times before the people of New York finally started to realize his store had a value. Is that why he started the parades?*
- British crime and science fiction writer John Creasey, who published over 600 books under his own name and 28 pseudonyms, received over 750 rejection slips before he even published his first book!? How many times did you write that seven page college report? Mr. Creasey died in 1973, so you can bet the best he had was an electronic typewriter. Think of the stamina he had!*
- Did you know that Thomas Edison was thrown out of school in the early grades because his teachers didn't think he could do the work? He saw the light! Now maybe so have you.*

*I don't think the pity party was even invented until 1968. Yes, we all have our bridges to cross, customers to contend with, goals to hit and even bills to pay. However, even though all is relative to our own situations, these folks had some tough challenges. We do too. It's all in how we handle them. Happy Mid-Summer, Canada Day, and 4th of July to you. Now go out and sell something!*

**Happy Selling! Ron**

### Quote of the Issue

**"You may have to fight a battle more than once to win it."**  
Margaret Thatcher

### Managers Thoughts

**"No man would listen to you talk if he didn't know his turn was next."**

Ed Howe, journalist

### **OMNI NOTES**

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