



RADIO flier

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SALES MOTIVATOR!

By Ron Fleitz

Do you have a vision or are you just working day to day? I remember back in my distribution sales days when I used to "think" I had a "vision plan" with a real business savvy attitude. However, the reality of it is was that I was on straight commission and there is plenty of "drive to survive". Some of that "drive" included my wife Valarie and our four children, parochial schools, saving for college/retirement/weddings, etc. and the basic needs of everyday living.

I did find myself continually trying to restructure my territory, routes, researching the phone book for new customers, and developing never-ending ideas to grow my business. Probably the one thing I had not done (needed more than ever) was to take a real close look at my existing customers and learn of all the business they could give me. Great friend and former colleague Harvey Arnott, would teach me how to delve deeper (many years later at NDC University) and capture all the potential a customer really does have. It's a little scientific, but it really can open your eyes to see how much business you are missing. If I had only thoroughly evaluated my customers way back then, I bet I could have added at least 20% to my sales, increased about 5% more GP (which is most critical when you are on straight commission) without adding a single customer. Just imagine what that figure could be if I added 5 new customers a month!

I now challenge you in the heat of August (that has been around most of July) to take a day just for planning. Do not let the every day distribution frenzy take you away—really sequester yourself plotting to grow your business. Grab hold of your account listings and evaluate all your customers. You should quickly see that many need more work. Then evaluate your route -could you pick up more time with some slight driving adjustments, enabling you to add new prospects to your day? Look at your customer communication, could you use more promotions or e-mail advertising? Are loopholes lurking in your daily/weekly planning? The more elbow grease applied, the better fine tuned your results.

That is Vision. "Driving" it to become reality is success. Making your self more successful enhances your company and its position in the industry. And on a personal level, makes all those wants reality too. A few hours this month could make a big difference—for many years to come.!

Happy Selling! Ron

Quote of the Issue

"The man who wins may have been counted out several times, but he didn't hear the referee."

H.E. Jansen

Managers Thoughts

"Nothing creates more self-respect among employees than being included in the process of making decisions."

Judith M. Bardwick,
[The Plateauing Trap](#)

OMNI NOTES

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