



RADIO flier

Representative And Distributor Information On-Line

SALES MOTIVATOR!

From.....Ron Fleitz

Pass the Turkey, I have Strategic Planning to do!

What a better way to spend the day, Thanksgiving Day, watching football, eating turkey, dressing, pie and starting to consider strategic planning for 2007!

I know a majority of the readers of this communication are in distribution. Some distributors start their planning the day or two before the sale. Sound familiar?

I also know that the manufacturing community must be far better at advanced strategic planning. Likewise, their sales teams must coordinate appropriately.

Do you remember your elementary school field trips to the turkey farm a week or so before Thanksgiving? Remember seeing the turkeys running around and thinking, "You poor bird...you are history as soon as our bus leaves".

As you sit here reading this column, consider that the turkey we will be eating was really harvested and frozen (unless it was a fresh turkey) months ago.

Similarly, most Christmas trees were cut in September and October. Many holiday gifts were ordered in late winter or early spring, manufactured and shipped in the summer from Asia. That's strategic planning! A majority of the manufacturers we buy from today depend upon it since so many products are made worldwide.

We, in distribution, need to strategically plan too. And I'm not serious about thinking about it at Thanksgiving...or am I? It depends if the Lions play a good game or not.

More of this to come..... Happy Selling! Ron

HAPPY THANKSGIVING

As Andy Williams sings every year...."It's the Most Wonderful Time of the Year" - sure a shootin' it is here upon us.

My wife, partner, and business associate, Valarie and I want to say a big thank you to all of you reading this communication.

We are blessed to enjoy the opportunities we have in life....Our family, God and you have supported us as we started this journey we call Fleitz Marketing.

To you, our readers and customers, we gratefully send a sincere THANK YOU, not only now, but especially now.

To start a business is challenging. To continue on a daily basis with supportive people is a blessing. To have valued relationships is priceless.

Thank you for your friendship and support. May you and your family enjoy all the blessings Thanksgiving can bring.

Quote of the Issue:

"Don't give up whatever you are trying to do. Giving up reinforces a sense of incompetence: going on gives you a commitment to success."

**George Weinberg
American Engineer**

Managers Thoughts

"Leaders must be close enough to relate to others, but far enough ahead to motivate them".

**John Maxwell .
Pastor—Skyline
Wesleyan Church**

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