



### SALES MOTIVATOR!

From Ron & Valarie Fleitz

**Why did you lose that long time customer?** All of us go through this pain from time to time. But how did it happen? You should ask **YOURSELF** the following questions as you mentally check back on all your actions re: sales etc.

Did you (or did he/she) feel you took the business for granted? Were you talking to ALL the right people? Who did you miss? Were all the credits issued? Did somebody "dollar" you to death or was it just "nickel & dime" stuff? Did they join a buying group? (Make notes and absorb for now and evermore!!)

Further questions -Did you start spending more time with other customers while being less visible with them? Were there some "minor to you" yet "major to them" issues, services, that you may have let slip by? Did you fail to "re-sell" (a regular must!) your product and/or company? Did you ever inquire as to any particular needs you may not have covered?

Did they become a "routine" customer? And, did you become a "routine" sales representative? (This awareness will lead you upward with every account.)

I know when I was a distributor sales representative, I could sense when things were going a little different with a customer. Sometimes I would hit it head-on, thus approaching them immediately. I was always glad I did! When you become aware of it- is the time to correct the problem. However, sometimes we sense that something is happening but our hands are tied because of uncertainty. We hope the "ice" will melt, but it doesn't. We are then sunk as we stop by/or on a regular sales call sadly learn we lost the business.

If you were to lose any long standing account, you need to ask yourself the above questions. After you have answered all the questions for yourself, chances are, you'll possibly know the reason before you approach them. This can be an opportune time to meet with your customer; admitting the lack or void as you see it. Be prepared to hear a few responses you didn't expect. You need to be proactive and convincing to the point that you are re-selling you and your company for a potential renewal of business. Have a new/improved plan, **especially if your replacement leaves much to be desired.**

Now, before you arrive, be prepared for the unexpected. This will eliminate shock, as you are asking in-depth business questions that could get personal. This last step, while not easy to do, is essential as it can be therapeutic for both parties, (providing the cause for business lost was not a critical mistake on you or your company's part). The above actions are necessary - no matter the problem.

After you "re-meet" with the former customer, initiate and maintain a plan where you continue to call on them- being more conscientious, and responsive than ever. It will take more efforts and communication than ever- since you are on the outside looking in. As a learning experience, this will be grueling. It will provide you with reasons to never again ignore warning signs.

It's never fun to lose business: it's so worth the effort to reclaim—if at all possible! Our best customers are the most vulnerable... they need our continual communication as we convey constant thanks in varied ways.

**Happy Selling! Ron**

### Ron's Comment:

**"If it's not broken, adjust your model anyway. Otherwise, you'll be a stationary target-easy to hit".**

### Quote of the Issue

**"We cannot become what we need to be by remaining what we are."**

Max DePree  
Former CEO  
Herman Miller Inc.

### Manager's Thoughts

**"Handle every interaction with every person as if you will have to spend the rest of your life with that person in a very small room."**

Michael Mescon  
The Mescon Group

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## From the Fleitz Marketing Team:

- FYI—To our multitude of company managers. Please check with your personnel to be sure they are receiving RADIO flier. There may be mailbox changes, and other technicalities we are not aware of. If you need us to change/add e-mail addresses, send to [info@FMAinc.net](mailto:info@FMAinc.net). As always thank you for reading RADIO flier.
- Omni International just introduced a new newsletter called GLOVE LINES to their customers. Quite a few people are receiving the newsletter and if you would be interested in receiving GLOVE LINES simply e-mail them at [News@Omnigloves.com](mailto:News@Omnigloves.com) and request to be placed on the distribution list.
- In the April issue of GLOVE LINES, Omni announced a “Vinyl Glove Market Report” which is available to help distributors and their customers learn more about the vinyl glove market for the remainder of 2008 and beyond. If you would like a copy of their report, you can e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net) and she will have one sent out to you.
- The 4th order has been placed and the new Cole Taylor Marketing (CTMI) CLIA Waived Urine Strip Analyzer sales are exploding. CTMI will be featuring the new Analyzer at every show and meeting. As for Urine Strip sales, they can’t thank you enough for the strong sales dealers have provided them over the years.

## More Profit Opportunities!

They are one of those “low key” companies that’s been manufacturing and selling for many years now. Thanks to many distributors and loyal end–user customers, **Hamilton Medical** not only has picked up the pace, but is celebrating huge growth in 2008.

Many of you remember Hamilton’s classic examination tables. The Tiara, Medalist, Madera, Premiere and Image were tables many sold in the past. These tables helped make Hamilton such a great name in examination table manufacturing! **The Medallion, E2 Millennium, Versatility, V2 and their famous TimeLine Cabinetry are all products that are manufactured today.**

For many years, Hamilton Medical has supported a “Quick Ship” program which is a huge success. Their E2 series of traditional examination tables in various configurations and in five upholstery colors are available to ship within two (Yes, that is 2!) working days. They have helped many a distributor when “time sensitive” orders are needed. This “Quick Ship” service has grown significantly and provides Hamilton distributors immediate supply to their customers without having to stock the product. Another recently added “Quick Ship” product is their Traditional Phlebotomy Chair.

In January, Hamilton started shipping their new V2 Economy Treatment Tables. The V2 offers six tables that are an “H” brace style either flat or with an elevating headrest. Each of these tables offer just the H brace, full shelf or with a partial shelf and two drawers. Actually, they have added 14 new products to the line for 2008. More additions to the product line as well as enhanced color selections will be announced through the year.

If you would like literature on the E2 series table available on the Hamilton “Quick Ship” program, or any other product mentioned above, e-mail Valarie at [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net).

As Hamilton grows in 2008, they are seeking distributors in select areas of the Unites States and Canada. If you have interest in becoming a Hamilton Medical distributor, contact us here at FMA 615-773-7241, email [info@hamiltonmed.com](mailto:info@hamiltonmed.com), or call Hamilton directly at 888-871-5600.

**Have a Super Sales Day!**

**Ron & Valarie**

We hope you enjoyed RADIO flier-thanks for taking a moment to read it. We wish you a wonderful, “Powerful”, YEAR. Make the most of it! **Fleitz Marketing Associates -Your Distribution Solution!**