



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron & Valarie Fleitz

Go the Extra Mile! Perhaps you compete with large companies, other- equal size companies, internet, telesales, or even a new lower price start-up business “right around the corner”. No matter who, or where, you may have to do a little more to get the prospects attention.

Too many times we give our sales pitch and think it's enough. Later, we are baffled that the customer could care less....yet you have not said or done anything the current supplier(s) aren't doing! What can make a difference?

Let's pretend we are visiting ABC Health Center. You can imagine it as a long term care center, clinic...whatever you like. You can also assume that everybody is calling on them to get a slice of their business. (Because these days, everybody IS (or should be) calling on every clinic, doctors office, nursing home.) Now, before you walk in the door, other than your same products and/or maybe a 5% lower price, what are you really offering? You see, most sales reps are looking at the potential commissions before they get an order. Isn't that the egg before the chicken?

Have you thought about walking in with MORE? I might suggest; “Let us prove how good our service is... We will guarantee any order to be received from you within 24 (or 48—your decision) hours -or the order is on us!” You might even try being a bit more brazen by sending something they use followed by a no charge invoice. For instance, let's say you just visited/spoke with a new prospective customer about the Omni #202 Lite Touch glove and they accepted a few samples. Let's allow them now-to try your service. E-mail or call back and leave a message that you entered a “NO CHARGE” order for several boxes of these new highly likeable gloves. Follow those with your “thank you for your time” note which, if you mail it the next day, will most likely be there the day after they received the gloves. You've just said thank you, showed your fast service, and set yourself up for a nice follow-up visit. If they try the gloves -they'll like you. If they loved the service—they'll love you!

Do you have a service department? If so, that can open a bunch of new doors. Try offering a free “check-up” on one piece of equipment so as to get a service contract on everything else. Do you or your company do in-services? There's another specialized “Value-add”. You could offer a free in-service on how to take care of blood pressure instruments. If that works, keep brainstorming, re: new in-services you or your company can offer. Hey, not a bad idea?

Your company may have a list of programs you offer. If not, prepare one as it is good to show a prospective customer. You should also allocate the time and arrange resources to present one sample of the many programs you can assist them with. Other companies may have similar —never to be known about!

Look at that...you have just created some new marketing twists and price wasn't even mentioned. **Happy Selling! Ron**

Ron's Comment:

“If you aren't increasing your sales one way, consider adjusting your model. Simply calling on customers the way you were, may not be good enough in today's market.”

Quote of the Issue

“There may be times when the best decision is to do nothing!”

**Ray Josephs, President
Ray Josephs Associates**

Manager's Thoughts

“You can't build a reputation on what you are going to do.”

**Henry Ford - Founder
Ford Motor Company**

Yoke of the Issue - “I had a perfectly wonderful evening, but this wasn't it.”

Groucho Marx

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Page 1 of 2

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Omni International Glove Glossary Word: Lining – a natural or synthetic fiber that covers the inside surface of an unsupported glove, and offers greater hand comfort by absorbing perspiration and providing easy donning and removal of glove. **Omni Int. has the most comfortable gloves for your customers. Call OMNI 888-999-6664.**

From the Fleitz Marketing Team:

- Hamilton Medical is off to a superb start in 2008. Unit sales of ALL tables are up and new dealer participation is also strong. Multiple table purchases have soared. Their very popular Two-Day “Quick Ship” Program continues to enjoy steady growth. Hamilton has also added 14 new products. For copies of their literature, send an e-mail to info@hamiltonmed.com. Their new web site is hamiltonmed.com. To all the dealers opening your doors to the new Hamilton Medical, we send a *huge* THANKS! Let Hamilton add Profit \$\$\$ for you too!
- Omni International keeps you updated with all the news on the glove business with GLOVE LINES. To subscribe to GLOVE LINES, go to News@OmniGloves.com and ask to be added to the distribution list. It’s free and can provide information you can share with your customers—all revolving around the crazy glove market! It’s always best to stay most informed.
- Speaking of Omni International, They have started advertising on various web sites promoting their #212 Nitrile Gloves to Fire/Emergency/Police agencies. The #212 OmniTrust Nitrile Glove is a “perfect fit”, if you will, for Paramedics and all EMS personnel. Leads are being passed along to those distributors who stock the product in the respective areas.
- FYI— We enjoy receiving e-mail responses re: RADIO flier. No matter how short, your comments are always welcome at Info@FMAinc.net.

Don't be left out!

Join the growing number of dealers who are profiting from working with Cole-Taylor Marketing, Inc. (CTMI).

Cole-Taylor Marketing has seen incredible increases in sales and the number of new dealers since they have added their new CLIA Waived Urine Strip Reader. The response has been overwhelming and CTMI is very grateful! At a recent trade show, CTMI took orders for over 60 readers! One dealer, in early May, received 11 readers—their sales team is taking them to all accounts to show how to eliminate the visual read issues that have been plaguing the Physicians office for years. Now Physicians AND Skilled Nursing Facilities can count on an accurate interpretation on every strip read, no matter who runs the test, ***at a cost effect price!*** If you aren't familiar with CTMI's reader, see the photo above.



Enjoy the very profitable reagent trail... by selling the Cole-Taylor Marketing CTMI Urine Reagent Strips for their CLIA Waived Urine Strip Analyzer. Don't forget—It's only CLIA waived if you use CTMI's strips on the unit. CTMI Urine Reagent Strips have proven that they are consistent, sensitive and reliable in test after test, as well as account after account. This is a product that you, like our growing number of distributors and sales representatives, can be proud to represent. Let us help you increase your margins and save your customers \$\$ on their supply costs. What a WIN-WIN deal! For more info, contact: Neil Schneider at Cole-Taylor 818-776-9992 or email: neil@coletaylormarketing.com.

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”, DAY. Make the most of it! ***Fleitz Marketing Associates -Your Distribution Solution!***