



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron & Valarie Fleitz

Reflections for cold calls- *I thought I would return to college with you for a little Selling 101. After all, in about 5 or 6 weeks, we will be at Labor Day and everybody else will be going for your business. Hopefully, you will be after NEW (I mean everybody else's) business and that is where this information will come in tune for you. After all, if we don't grow, we shrink!*

- **Are you Confident that you can sell you; Your Company; and products Your Company provides?** *I do mean Confidence, not arrogance. Watch out, because some sales people feel they are bigger than the customer. Though it may only be physical, always remember your "prospective" customer (who we are really talking about) has product needs. They control the purchase.*
- **YOU however, must have control of the selling situation.** *That means you must control from beginning to end how the conversation goes. Some elusive buyers will have you in conversations about cars, boats, vacations and not let you recover to talk about what your purpose for visiting is all about. A little conversation is fine: more should follow AFTER they become your customer!*
- **Are you a self-starter?** *Whether you are calling on customers in their facility or via the phone, can you succeed without supervision? You need the ability to make your own calls, knowing there is support when you need it. Constant mothering by management will only make you rely on them more. You need to be as independent as possible.*
- **Intestinal fortitude or emotional stamina** *are paramount for your success. If every prospective customer call today is NO, you cannot let that affect you. There were times that I had bad days just like you. As I stopped to regroup and relax my thoughts, I looked over the skyline of Cincinnati realizing how fortunate I was to be employed in my position. I then got right back out into the "fray", stronger than ever. That bit of R&R calmed like Roloids for my mind.*
- **Be socially correct.** *That doesn't mean starting off with "Hi ya honey, did you have a great weekend?" ... the receptionist, has no clue who you are—wonders how/why would you care about her weekend? If you just walked in the door, you could be dismissed quickly! Using such informalities on the phone might result in a "click" just as you mumble your name! - Always remember the Golden Rule—"Do unto others as you would have them do unto you". "Non-Jerkism" will lead into positive communication and make your call worthwhile as you start business proactively.*
- **Verbally correct—** *This is essential if you are "phoning" your customer. Slang doesn't cut the mustard! You need to use correct grammar as you enhance your vocabulary. That doesn't mean bizarre words, but more colorful and/or descriptive. There have been studies proving how successful first calls are when you use correct and intellectual (not scientific) vocabulary.*

Go now, energized and ready for the upcoming post Labor Day sales thrust.

Happy Selling! Ron

Ron's Comment:
"You've got to increase your sales by at least 30% annually. Chances are you may lose 20% of your business in any given year. You must always be hunting!"

Quote of the Issue

"When you're tough on yourself, life is going to be infinitely easier on you."

Zig Ziglar

Manager's Thoughts

"It is more important for a manager to get his/her information quickly and efficiently than to get it formally."

Henry Mintzberg, McGill University, School of Management

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From the Fleitz Marketing Team:

- Omni International keeps you updated with all the news on the glove industry. Earlier this year they issued a “Medical Vinyl Gloves Market Outlook for 2008”. As we all know, petroleum is soaring and so are prices in almost every industry. Omni has a revised report titled, “Market Outlook for 2008 –An Assessment of Q1 and Q2 and Future Things to Come”. For your copy of this most informative report, e-mail news@omnigloves.com and Omni will have a copy sent to you.
- Hamilton Medical has a very popular newsletter (now in it’s 9th month) called TABLE TALK. If you want to receive this communication, send an e-mail requesting it to info@HamiltonMed.com.
- Cole Taylor Marketing (CTMI) has released a sales manual and guide to help you sell their “HOT” Urine Strip Analyzer. It’s an exciting product ANYONE can sell. If you have any new sales reps, this analyzer is perfect as a training instrument for them to learn to sell larger, more intensive equipment. Most importantly, it has a profitable reagent trail with every sale! If you would like a copy of this informative book , contact Valarie at vfleitz@FMAinc.net and she’ll request one for you..
- Look below for important information from Immunostics, Inc.
- Thanks for all the comments after last issue. We enjoy receiving e-mail responses re: RADIO flier. No matter how short, your comments are always welcome at Info@FMAinc.net. It’s always nice to communicate with our friends. Have a great rest of the summer.

Wipe up Sales with a Unique Product!

- * **Colorectal Cancer is the second leading cause of cancer related deaths in the USA.**
- * **Colon Cancer is the easiest cancer to treat if detected in its early stage.**
- * **There is a non-offensive qualitative method of detecting occult blood in the stool.**

Have you monitored your sales of fecal occult blood detecting products to your accounts recently? Many times we don’t take the time to realize sales are down on a specific product and an evaluation is good for your wallet as well as the physician’s patients.

Let’s say a physician’s practice is down on their purchases of FOBT products. It could be they are buying another product or buying the same product from another source. OR -It could be worse. What if patient compliance went down due to another reason– patients refusing to collect samples and mail them in! We know many patients have more absentmindedly shoved these to the back of their medicine cabinets. After all, show us a patient who really enjoys fishing for a stool in the commode with a “shorter than longer” stick.

There is another way to collect stool samples. The product is **Hema-Screen EZ Wipe™** from Immunostics, Inc. It is a rapid aid in the diagnosis of symptomatic gastrointestinal conditions that may manifest themselves by the presence of occult blood in the stool.

It’s simple, instead of using sticks, the patient simply wipes, places the wipe in the convenient envelope and mails it back to the physician’s office. It’s the most user friendly test on the market. AND—every doctor’s office should stock this product to allow a patient who has failed to return previous tests the option of utilizing a test they will return. It takes the collection issue away.

Remember, every physician’s office should have these available for their patients in addition to Immunostics famous Hema Screen IFOBT and FOBT products. Hema-Screen EZ Wipe™ is available from Immunostics. We have information that you need on Hema-Screen EZ Wipe and ALL the HEMA Screen products. Just ask Valarie vfleitz@FMAinc.net for “Hema-Screen” and it’s yours.

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!***