



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

From Ron & Valarie Fleitz

Is it time for a change....? Have your new "business" opportunities been disappointing? Is it the customer? Could be in an instance or two. Maybe, it is YOU. Maybe you are just in a rut and "status quo." If that be the case, and as Labor Day approaches, let's look at changing for the positive and charging forward through the remainder of the year. Here are some questions and (thoughts) for you.

- **Are you seeking new leads that you were unaware of last year?** (When was the last time you found a new source for new accounts?)
- **Do you really have high regard for the products you sell to follow up and request feedback OR are you just writing orders?** (The difference between the girls/boys and the sales professionals.)
- **If your company has a NEW exclusive/semi-exclusive sales opportunity in product or concept, have you really given it 150%?** (If your company has an exclusive product to sell, prove the industry wrong. The reason many distributors don't have exclusives is because they only promote them to THEIR customers. You can't have "exclusive distribution rights" without having the guts to call on EVERY ACCOUNT IN YOUR TERRITORY.)
- **Have you asked your manager to travel with you?** (WHY NOT- I can't think of a better way to be critiqued. His/her direction guides you the way the company is going. Ask them and manufacturer's reps to travel with you.)
- **Are you satisfied with your current income?** (If so-you shouldn't be in sales.)
- **Do you provide competitive information to your management to share with the rest of your team?** (Team players share the wealth. Find out all you can!)
- **Can you really believe and explain how a product can improve the quality of service for a customer and their patients?** (How can YOU sell it if you don't know it through and through? Get the facts and improve your presentation).
- **Are you up-to-date on all your company's "A" products? Do you know them inside and out?** (I said products, not product lines. If you don't know your company's "A" items, you better find them quick. Ask your manager.)
- **When was the last time you watched yourself on video tape make a presentation?** (Get your camera out and show yourself what you got. It's always interesting to see what you do with your hands, feet, legs, fingers, etc. Trust me- this is a real education... PRACTICE-PRACTICE- PRACTICE!)
- **When was the last time you listened to yourself on an audio presentation?** (Don't skip this tip! - Ever wonder why some tele-sales people are successful in the health care industry? It's because they are GOOD! When you sell your company and products via telephone, you need a friendly voice, good products and competitive pricing-no face contact. Imagine what your prospect may think when they have to listen to you? Inflection and attitude are paramount!)

Labor Day is here. Go for a stronger attack on new business. See new product ideas page 2.

Happy Selling! Ron

Ron's Comment:
"If you have to share an account with another distributor, don't you think it's time they started sharing some accounts with you? Get out there and help them share their wealth!"

Quote of the Issue

"If you're looking at the sun, you will seldom see any shadows."

Helen Keller

Manager's Thoughts

"Management is nothing more than motivating other people."

**Lee Iacocca,
Former Chairman
Chrysler Corporation.**

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Omni International Glove
Glossary Word: NSF—is The Public Health and Safety Company, a not-for-profit, non-governmental organization. It is the world leader in standards development, product certification, education and risk management for public health and safety.
OmniTrust is a name you have come to know and trust. Call OMNI at 888-999-6664 for samples/pricing.

From the Fleitz Marketing Team:

- **Omni International** is taking latex and nitrile container orders for October production and vinyl container orders for November production. Their vinyl production has allowed them to stay ahead for the existing customer base. The new glove manufacturing lines they added offer them significant new production opportunities. Omni is known for keeping their glove customers and the industry “up-to-date” on happenings involving the medical/surgical and food service glove industry from around the globe. Omni has a company employee, Michael Ho, who resides in Asia. Michael regularly visits the factories and monitors production. Let Omni International become your source for Glove news (and gloves, of course) with their monthly newsletter, “**GLOVE LINES**”. E-mail info@omnigloves.com to be added to their fast-growing e-mail list..
- **Cole Taylor Marketing, Inc. grows again.** CTMI, in addition to adding a Micro Albumin test strip, is proud to announce that **Trevor Grant** has joined the staff as its newest account manager. Trevor has been serving in the Navy overseas for the past 4 years and brings his experience to his new position. He will be contacting all dealers to introduce himself as well as new products that are being offered by CTMI. He can be reached via email: trevor@coletayormarketing.com
- **Also from CTMI** - Please let the staff at Cole Taylor Marketing know if you will be attending HIDA. They would like to set aside time to meet each of their valued customers. Contact Neil via email neil@coletayormarketing.com to set up an appointment.

Looking for something to “Present” to your customers?

As the post-Labor Day Sales Offensive is about to begin, here are a few product ideas that come your way from FMA. For samples and information e-mail Valarie vfleitz@FMAinc.net and mention the item **in red** .

- **Physician**— May we alert you to *The Immunochemical Fecal Occult Blood Test* from Immunostics which is **hema-screen SPECIFIC**. This fantastic IFOBT test is available from **Immunostics**, and is easy to use, extra sensitive, and a great door opener. Two consecutive specimens are collected on the DEVEL-A-TAB collection card (exclusive to Immunostics) in the privacy of the patients home with a single cassette for economical IFOBT testing by the physician. Other advantages—30 day stability - no dietary restrictions - CLIA waived -higher reimbursements -increased sensitivity. It's an exciting product to talk about with the doctor, nurse and at sales meetings. FMA is getting a great response on it! (For samples/literature, e-mail Valarie and request **IFOBT hema-screen SPECIFIC**.)
- **Physician**—NEW from **Cole Taylor Marketing**, They have just added a new CLIA –Waived **Micro Albumin Urine** test that can be run visually. AND LOOKY HERE—It is being sold below \$50.00 per bottle freight included. Additionally, Cole-Taylor Marketing, Inc. is seeing monthly sales increases in its line of HIGH QUALITY URINE STRIPS. With the addition of their new CLIA WAIVED reader the market has recognized CTMI as the leader in generic urine strips. They are adding new distributors monthly due to product recognition, quality, sensitivity and consistency. CTMI has ALSO NOW extended its product dating from 18 to 24 months. (For samples and information on this new product ask Valarie for **Micro Albumin**.)
- **All Markets** (especially EMS & Chemo) The **#212 Omni International OmniTrust Nitrile Glove**. Due to it's strength, it is now used by many fire, EMS, and police agencies... As well as certified to be used with Chemotherapy drugs. Additionally, the #212's are being used by many hospitals and alternate site practices as it's very competitively priced. (For samples and info email Valarie and request **NITRILE**.)
- **Long Term Care**— Omni's **OmniTrust - Vinyl Food Service Gloves** are a great way for you to further maximize deliveries to the long term care facility. It is one of only two gloves that have the NSF certification (see the Omni Box above left) and are DOP/DEHP Free. This glove is HUGE in food service and offers you an extension product in all your facilities. (For samples and info, e-mail Valarie and request **NSF Glove**).

We look forward to your **RED item** requests—e-mail Valarie vfleitz@FMAinc.net for further information. We hope you enjoyed **RADIO flier**. Thanks for taking a moment to read it. Have a Wonderful Labor Day Weekend!
And a Super Sales Day! Ron & Valarie

Fleitz Marketing Associates -Your Distribution Solution!