



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

VOLUME 3 ISSUE 1

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## SALES MOTIVATOR!

From Ron & Valarie Fleitz

**To Quote or Not to Quote....?** For many years, alternate-site distributors have faced the wave of pricing that took profitability away in their respective territories. It can truly be a challenge.

A bigger concern for you: "Can we afford to place a bid?" or "Can we afford not to?" Two major questions your company needs to answer! We know many of you are in this quandary as I have spoken with no-less-than five distributors in the past two weeks about this specific business challenge.

In the good old days, many would acquiesce to the customer and go forward, win or lose. However, today, we have increased inbound order minimums, as well as inbound prepaid shipping levels, AND product costs. Additional inbound surcharges (freight or otherwise), "adjusted" vendor distributor pricing, higher outbound shipping costs, add to the list! Your company's need/ability to borrow money for increased costs, "dragging" customer receivables, as well as trying to grow the business—amidst today's economy- are tough decisions to be made.

My question to you, as a company, and to you individually: "At what price do you say NO?" Followed by another realism-bigger isn't necessarily better.

I think the first thing every distributor sales and management team should do is look into your company today. You should know about all the factors mentioned above (and more)... BUT do you really know your new true costs? It costs more for everything, sales call—to the delivery. Look also at your fill rates. Percentage of returns, credits and exchanging incorrectly shipped merchandise are seldom ever integrated into the cost of "doing business". Because credits, returns, exchanges, etc. are not included in your costs, your gross profit margin may be 2% lower than you think it is. At what "cost plus" does your customer expect you to sell ?

Your customer may act clueless about it, also! Of course, they face many of the same situations passed on by your company and all the others they use. As prices increase, they start to panic.

I recently spoke with a sales representative who lost some glove business to a competitor. This certain customer found a better price, even though they now go thru a third more gloves (low quality). The rep went to extreme lengths to show this customer the extra dollars they were spending—but it was that original price they clung to!? (Realistically, glove waste should never be expected!!!!)

Friends, now is the time to sharpen your skills. Some customers will need much education to steer them right! You will be required to know your product; to know of REAL prices for genuine quality, and economical, reliable delivery, etc.

Purchasing agents—do seek more alternative products to compare value! Sales managers and executives—you need to make sure you have control of actual costs and adjust the figures your company is using.

Now - you can ALL achieve a comfort level with realistic information of how to place the customer's requested bid price, adjust your margins, or walk away from potentially damaging business.

**Happy Selling! Ron**

### Ron's Comment:

**"You might want to dig in and sell more than ever. Just taking orders these days will do nothing but set you back a year or two".**

### Quote of the Issue

**"It requires a strong constitution to withstand repeated attacks of prosperity."**

**J.L. Basford,**  
Sparks from the Philosopher's Stone, 1882

### Manager's Thoughts

**"The quality of a leader is reflected in the standards they set for themselves."**

**Ray Croc—Founder McDonald's**

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**Omni International Glove**  
**Glossary Word: AQL—**  
**Acceptable Quality Level is**  
**a quality specification that**  
**the FDA and all the glove**  
**manufacturers use to**  
**specify the pinhole rate in**  
**surgical and examination**  
**gloves. An AQL of 2.5 means**  
**the defect level from a large**  
**sampling of gloves will not**  
**exceed 2.5%. OmniTrust is**  
**a name you have come to**  
**know and trust. Call OMNI**  
**for samples at 888-999-6664.**

## From the Fleitz Marketing Team:

- You might think that just because the price of oil is down, that glove pricing is down too. Well think again! It may take months, years or we may never see glove pricing down where it was before. In fact, in the near future, if not already, shortages may exist with select products. **Omni International** continues to provide their customer base with a 99% delivery fill rate. If acquiring gloves has been an issue for you, contact either Omni direct at 888-999-6664 or FMA at 615-773-7241 and we'll see if we can help you out.
- Speaking of gloves, the US FDA is implementing new vinyl glove standards in December. This means that all vinyl glove manufacturers must meet the new AQL standards (See box at left for the definition) in their manufacturing processes. All of **Omni International's gloves** are manufactured to exceed the FDA AQL standards, including our vinyls, even though they do not need to meet the new standards until December 2008. It should also be noted that all **Omni International Vinyl gloves** are also DOP/DEHP FREE. That means they use different plasticizers that are human friendly. For complete details on vinyl gloves, ask for Omni's newsletter **GLOVE LINES** at [news@omnigloves.com](mailto:news@omnigloves.com).
- The CTMI Micro Albumin/Creatinine Combo Dipstick Test (cat# CT-2M) is off and running with excellent testing results and strong sales. (At less than **\$40.00 per bottle** it will be selling very well.) And don't forget, you only have to buy 1 case for free delivery from **Cole Taylor**. Call either FMA (615-773-7241) or CTMI direct (818-776-9992) for more details! It's another big winner from FMA!

## THE CHOICE HAS BEEN MADE!

**Cancer** is the number one killer in the United States today. The best way to treat it is through a pro-active, early detection approach. The second most prevalent kind of cancer is **colorectal**. For the last 25 years Doctors have chosen **hema-screen™** as the most reliable name for Colorectal Screening. The **hema-screen™** product is a rapid aid in the diagnosis of symptomatic gastrointestinal conditions that may manifest themselves by the presence of occult blood in the stool. More recently, after extensive clinical tests between other top selling Fecal Occult Blood Tests -- the countries of Canada, England, Scotland, Wales and soon to be Ireland have made **Immunostics** their exclusive supplier for their National Colorectal Screening programs. If they all chose **hema-screen™**, why would you trust any other name?

**FMA** is working with select distributors to establish a strong distribution base for **hema-screen™** and **hema-screen™ Specific** - being the most innovative and economical Immunoassay Fecal Occult Blood Test available. **IFOBT** is perhaps the biggest three-way winning test of the decade. The patient wins in increased sensitivity and confirmation of test data, while the physician and distributor increase their revenue and profitability. FYI-physician reimbursement on this test is \$22.22!

Unlike the traditional type FOBT product, it takes a **special distributor** to be able to market and sell these tests! You can't just walk in and mention it. You need to present, demonstrate, and educate the physician and his/her staff of the true patient value in this test. Only then will the physician's practice realize the actual benefits of IFOBT. However, **Immunostics hema-screen™ Specific** goes beyond—offering multiple specimens and 30 day specimen stability, among many other benefits.

Your company may prove an important addition to **Immunostics** distribution strategy. If you feel your company fits this model, please contact us soon, as we prepare to launch our new sales program for 2009! Reach us by calling FMA at 615-773-7241. Join the select few who are claiming their market share on FOBT (Fecal Occult Blood Tests) and be a marketing pioneer in the huge new market of Immunoassay Fecal Occult Blood Testing. Samples and further information are available by requesting to [vfleitz@FMAinc.net](mailto:vfleitz@FMAinc.net). **Have a Super Sales Day! Ron & Valarie**

We hope you enjoyed **RADIO flier**. Thanks for taking a moment to read it.

**Fleitz Marketing Associates -Your Distribution Solution!**