



# RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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## SALES MOTIVATOR!

From Ron Fleitz

**Using ALL Your Resources!** *Oh, how many times do we take our company and ourselves for granted? We have much available at our fingertips, yet often we fail to see them.... that is, our capable fellow employees.*

*I know you have "A" accounts, as well as many "B", "C" and so forth accounts. You also know that most of your "A" accounts buy all their "A" vendor items from you. But, do they buy "B" items from you? Perhaps a coniving competitor is working on the "B" items list acquiring sales as they ready to mount an offensive "A" product strike next! What is an earnest representative to do?*

*Very seldom should you quiz business accounts, as it could take some confidence and trust away from your successful relationship. However, you do have a team that can find out far more than you may think. It's your delivery driver, customer service representative and yes, even your accounts receivable department.*

**Your driver** (if company employed) may have more opportunity than anyone else to dig up information –just by "staying aware" or more simply asking the question: "Where do you buy your xyz's from?" Many times, the answer is given freely and openly. After all, in the interest of the company, he/she is not threatening, just being inquisitive. (I can't begin to tell you how much my driver Earl Stang found out for me—some times when I didn't even ask!)

**Your CSR** can obtain helpful information just by asking-when the customer places an order, or when the CSR calls to confirm an order. Lastly, your CSR can phone just to say "Hi, how are things?" and then add "By the way– we are having a special on xyz's—do you use them?"

**Accounts Receivable** can also easily ask questions when they call to say: "Thank You for your continued prompt payment of your account. We sell a lot of xyz's and I notice you don't buy any from us. Do you use them possibly purchasing from someone else?" Thus your AR person may find out who they buy xyz's from, and, if you are lucky-at what cost!

*It does take a coordinated effort only proving many are a "part" of your company's team! After all, you may be asked to deliver, pick-up, collect, etc. at times. Grouping needed information with your manager and working together collectively builds teamwork, keeps customers, and in the long run makes everyone happy. Even if you work for a very small company, you now have a challenged and stronger team, proud of their sales efforts!*

**Happy Selling! Ron**

### Quote of the Issue

"I do not think there is any other quality so essential to success of any kind as the quality of perseverance. It overcomes almost everything."

John D. Rockefeller

### Manager's Thoughts

**"Put your personnel work first because it is the most important."**

Robert E. Wood,  
Former President and  
Chairman  
Sears Roebuck & Co.

### OMNI NOTES

*Have you hugged our Lite Touch Nitrile glove today? Call us and we'll send you a sample you can hug– then SELL!*

**OmniTrust is a name you and your customers have come to know and trust. Call us for samples and literature,**

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