



# IMS Experts May 2017 Newsletter

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May 2017						
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## Office Hours:

Monday – Thursday 9-5

Friday 9-3

**We are closed Monday the 29<sup>th</sup> in observance of Memorial Day.**



For many sales reps, a double or triple digit revenue increase is the direct result of adding new products to your portfolio. Please contact us if you would like help.



## in this issue

### In This Issue:

- Closed Memorial Day
- Increase in revenue by adding new products
- 6 Tips to test your sales goals
- Community Events:
  - 1.) Memorial Day Concert and Fireworks Display.
  - 2.) Living Your Best Life North Texas Cancer Expo
- New Delco LSO Brace
- New DJO DVT Venapro
- New Knee Brace by New Sports
- Mother's Day History



## 6 Tips to test your sales goals.

### Tip 1: First, set your prospecting goals.

'Prospecting' is a sales term that refers to seeking out pre-qualified or highly likely prospects. These are individuals or organizations that meet certain criteria to be more likely to purchase from you. You need prospects to meet sales quotas, so it just makes sense to build your quota goals around widening your network of likely prospects.

### Tip 2: Set goals for generating more new leads from existing customers.

One effective technique for generating more leads is to tap into your existing customer base. According to Entrepreneur, one of the best ways to do this is simply to ask!

You can also train yourself to listen for easy openings to ask for referrals, such as these:

- Whenever a customer praises you.
- Right after you've closed a sale.
- During networking events (when it is obvious what you are both there to do anyway!).

### Tip 3: Set goals that center on sales activities.

This tactic works especially well if you work with a product or a customer group that follows a longer sales cycle. In this case, setting annual sales quotas may not work so well.

Instead, focus on setting activity goals, such as number of follow-up calls made per day or number of product demos made per week.

### Tip 4: Set SMART goals.

SMART is an acronym that stands for "specific, measurable, attainable, realistic, and timely." In other words, the SMART part tells you how you are going to achieve the goal you just set. The more detailed you can be in setting SMART goals, the more effective you will be at marshaling the resources you need to achieve your goals.

### Tip 5: Ask for what you need.

Speaking of which, there is nothing wrong in asking for help when you are working towards a goal. If you need more training, ask for it.

**Tip 6: Focus on the most critical rule of thumb for growth today—customer acquisition.** Get as many quality customers—even light, occasional users—as quickly as possible. More customers mean more sales, share, and with that, conversion to loyal, heavy users. In addition, new customers have a key attribute that every marketer should leverage—word of mouth

## In the Community



### Memorial Day Concert & Fireworks Display

**Monday, May 29<sup>th</sup> 2017**  
**8:15pm – Free Admission**

#### Flagpole Hill

8007 East Northwest Hwy  
Dallas, TX 75238



### Living Your Best Life North Texas Cancer Expo at Omni Dallas Hotel

06/16/2017 7:30 am - 4:30 pm

The Living Your Best Life North Texas Cancer Expo is hosted by The Leukemia & Lymphoma Society. Free and open to the public. Keynote Speaker - Lila Javan Expo features over 30 vendors including nutritionists, palliative care experts, exercise tips, health care representatives, entertainment, and food demonstrations. Information for patients and caregivers of ALL cancer.

Expo is FREE but participants must register. More details and online registration can be found here:

[www.ntxcancerexpo.com](http://www.ntxcancerexpo.com)



## Trend PRO with Pump

HCPCS: L0650

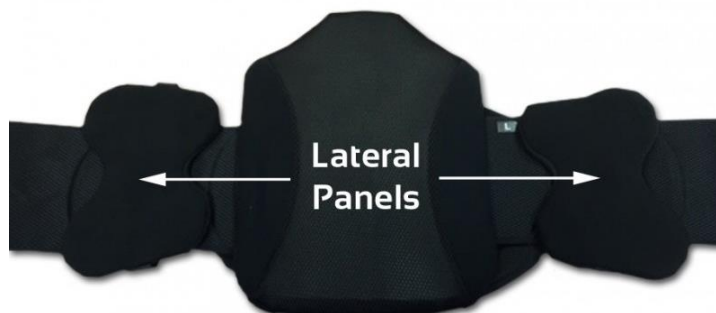
The Trend PRO Lateral Support LSO Back Brace with built-in air pump offers the same revolutionary design and compression system as the Trend LSO, but incorporates additional lateral support panels for extra support, efficacy and comfort while allowing the brace to easily mold and form to patient's back.



All Trend lines of braces (Patent Pending) offer a best-in-class array of features:

**Superior Quality, Comfort and Performance:** The Trend Lines of Braces offer a revolutionary lightweight, breathable design with built-in, low profile anterior panel and contoured, padded posterior panels for optimal comfort and support when sitting or standing.

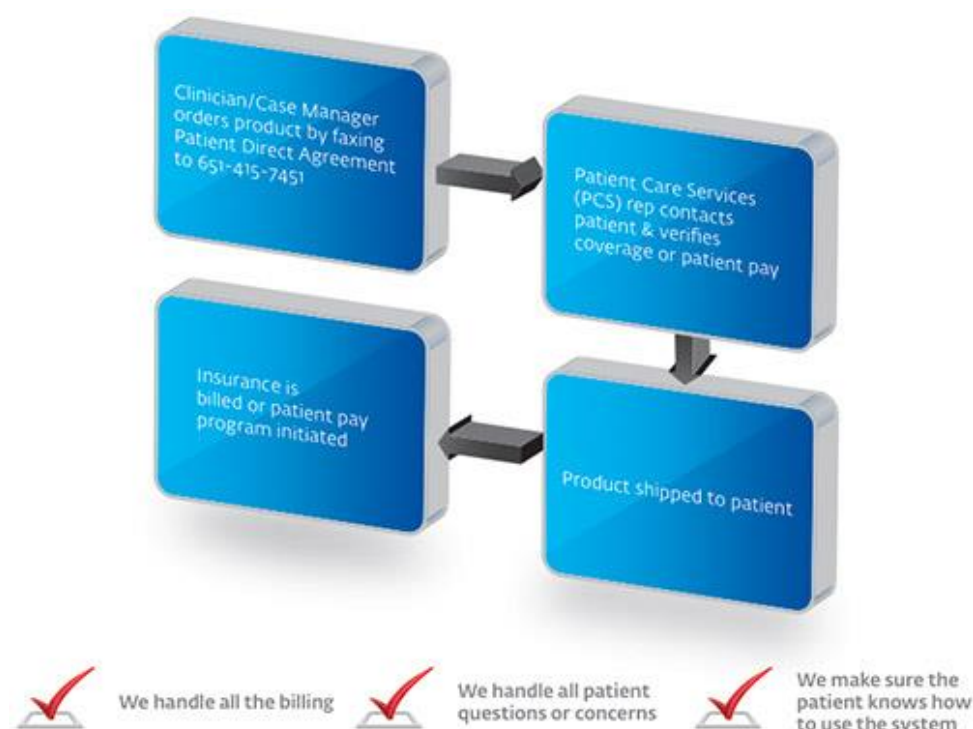
**Universal sizing design** saves the space, headache and cost of larger inventory management.





## DVT

By incorporating leading edge technology and design, DJO Global's clinically proven compression products represent the gold standard for the prevention of Deep Vein Thrombosis. DJO's intermittent pneumatic compression system, the VenaFlow Elite system, mimics ambulation and accelerates venous velocity through a unique combination of rapid inflation and graduated sequential compression. Designed specifically with compliance in mind, DJO's NEW cordless VenaPro System leverages both portability and substantiated technology for premium at home DVT prevention. Complete with all sizes and styles, the VenaFlow AES anti embolism stockings leverage the industry's best with its circular knit, graduated compression and anatomical shape for a strong and comfortable fit.







## KC65-NOS: 17" KNEE MATE™

HCPCS L1833

### Indications:

Medial collateral ligament instability  
Lateral collateral ligament instability  
Arthritis, Patella Pain  
Post-Op management  
ACL/PCL Sprains

### Features and Benefits:

17" length  
Patella opening for positioning and comfort  
Two upper & lower circumferential straps  
Large, comfortable popliteal opening  
Stainless steel, range of motion hinges with flexion and extension stop kit enclosed  
Special cordura stress covers over center, proximal and distal hinge for reinforcement  
Featured in breathable Koolflex™ and available in 3/16", 4-way stretch neoprene  
Interior sharkskin to prevent migration

Sizes: XS – 4X





## **Mother's Day History**

Origin of Mother's Day goes back to the era of ancient Greek and Romans. But the roots of Mother's Day history can also be traced in UK where a Mothering Sunday was celebrated much before the festival saw the light of the day in US. However, the celebration of the festival as it is seen today is a recent phenomenon and not even a hundred years old.

Thanks to the hard work of the pioneering women of their times, Julia Ward Howe and Anna Jarvis that the day came into existence. Today the festival of Mother's day is celebrated across 46 countries (though on different dates) and is a hugely popular affair. Millions of people across the globe take the day as an opportunity to honor their mothers, thank them for their efforts in giving them life, raising them and being their constant support and well-wisher.

## **Earliest History of Mother's Day**

The earliest history of Mother's Day dates back to the ancient annual spring festival the Greeks dedicated to maternal goddesses. The Greeks used the occasion to honor Rhea, wife of Cronus and the mother of many deities of Greek mythology.

Ancient Romans, too, celebrated a spring festival, called Hilaria dedicated to Cybele, a mother goddess. It may be noted that ceremonies in honor of Cybele began some 250 years before Christ was born. The celebration made on the Ides of March by making offerings in the temple of Cybele lasted for three days and included parades, games and masquerades. The celebrations were notorious enough that followers of Cybele were banished from Rome.

Early Christians celebrated a Mother's Day of sorts during the festival on the fourth Sunday of Lent in honor of the Virgin Mary, the Mother of Christ. In England the holiday was expanded to include all mothers. It was then called Mothering Sunday.