

# YourHEALTH Magazine

***Established 1990***

***...We Make The Difference***

In our business we could refer to distribution efforts as partly customer service because the customers have to receive copies of the magazine in order to continue to be customers and partly sales because the more people we get to the more likely sales will increase. In addition, the way we present ourselves and the magazine makes a big difference.

We use an inside-outside approach to building sales, so, our distribution team in the field reaches the customers on the outside and our inside sales reps call on those same people to close the deal.

We have developed a standardized approach to doing this so it can be done in a consistent and efficient way.

The Distribution Team must make sure:

- Our customers receive the publication, if they are on or near the distribution route,
- All prospective customers on the route receive the publication, a flyer and any other information they need in order to be in the publication, and,
- The number of places we reach is substantial enough along the route for our customers to get results and YourHEALTH Magazine to have the visibility it needs in order to generate sales.

**To do this we must:**

**1) Reach ALL customers on the route.**

To assure this, print distribution list from MasterList. Distribution List contains:

Customer name and address, contact person and phone # in case you need to call them from the route.

**Status indicates the month, and year they are signed through.**

Listings are sorted by city, and street. They are in alphabetical order so you need to check off the ones that are on the route you are doing before you go out on the route.

ADC Map Coordinates, if entered, are a reference to the ADC Map for that area.

Cross street (x) is the nearest major cross street to the street the customer is on.

Directions can be entered to assist in locating the site.

“✓ delivered” is to check off ones that have been delivered.

Updates to the list should be made by distribution personnel and returned to the office for updating the company's database.

**Before doing the route, check actual paper against list to be sure all current customers are on the list.**

Locate those customers on the route map each month. (Doing this every month makes it easy to maintain and update the next month.)

Familiarize yourself with the route using the route map, ADC Map Book, and Thomas Guide.

Pick-up papers from the printer once per week using two vehicles. (Check the papers as they are loaded to assure they are correct and a quality product.)

Return to office with papers.

Prepare routes for distribution. Make sure all steps above are done.

As you deliver to customers, put check mark on the Distribution List beside their name showing you delivered to that customer.

## **2) Follow the route.**

If the route is not followed for any reason, this must be reported to the Manager immediately. This is because the inside reps are going to use the route as a tool to know where the prospects are and call on those people. If those people have not been reached by distribution, then the system completely breaks down.

If the route cannot be followed, or there are reasons to change the route then this **MUST** be indicated on the route map and reported to the manager immediately. The routes will be re-drawn to accommodate approved changes to the route. Drive to distribution route. And, follow Route Map as closely as possible.

Route maps show:

- The general area that the route follows including major streets and cross streets.
- Community Centers, Libraries, and Gyms should be marked on the Route Maps.
- Customers should be marked on the Route Maps.
- The highlighted dotted lines indicate the Route (approximate). It is necessary to stay as close to the Route as possible.

## **3) Complete the Daily Report**

As you deliver the route keep a running total of the # of sites and papers delivered. The Distribution Daily Report is provided for keeping track of this and must be turned in each day.

The Daily Report

- Fill in blanks for the city/routes delivered.
- Complete the grid to keep track of sites delivered, what kind of site, how many papers were delivered to that site, and how many flyers were delivered.

The distribution team must make good judgements as to how many papers to leave in each location for best results. Make sure you leave at least 1 copy and a flyer (where appropriate) on the front counter of each medical or health related establishment on the

route, no matter what. When leaving this copy (and flyer) smile and tell the front desk person you would like them to give this to the Doctor, or Owner, or Manager. When you actually speak with a Doctor, or Owner, or Manager who is interested, be sure to get their business card (contact information) so we can follow-up on that lead.

- Fill in mileage, cost of fuel, and damage to vehicle.
- Enter comments to record any unusual occurrences, including, injuries you may sustain while doing this job.
- The signature of the person completing the report is required and the date at the bottom.
- Turn in the completed Distribution Report each day along with an updated Route Map stapled together so the maps can be updated periodically. If gas was purchased staple the receipt on the front of the Report.

#### **4) Reach Prospective Customers and present Your Health Magazine to them.**

Understand that most of our new customers come from a combination of efforts and the distribution team has a significant impact on this process. So, prospects must be receiving the magazine, receiving flyers and we must be presenting it to them in a way best suited to getting new customers.

When going to a prospective customers office, the following procedure is recommended:

Most of the time you will encounter a receptionist who monitors traffic in and out of the office. This person is there to greet everyone who enters the office, sometimes they do and sometimes they don't).

Most of the time this person is not a decision maker and does not have the authority to decide whether to buy an ad or not. They also don't usually have the authority to give you permission to leave copies in the office. Therefore, asking this person for permission will get a no, not because they don't want them, mostly because they just don't have the authority to say yes.

Because we're going to medical offices where the doctors are the decision makers, and the doctors are usually in with patients, or they should be, we have a very difficult time getting to talk to them. This is one of the main reasons we do things the way we do, because we know this.

So, you have to be careful asking for permission because you could create one of two possible really bad scenarios: 1) You put the receptionist on the spot, or 2) You force the receptionist to go get the doctor, which could take all day.

#### **Recommended procedure:**

Enter the office,

Quickly find a good place for the magazines and leave the appropriate number there,

Go to the receptionist and give them a copy with a flyer.

Tell the receptionist that the doctor might be interested in writing or being in the maga-

zine, so please give this to the doctor,

Exit by waiving and saying I'll see you next month.

If the receptionist stops you when you enter the office,

Give the receptionist a copy of the magazine and a flyer,

Tell them the doctor may be interested in writing an article or being in the magazine, and ask the receptionist to give a copy of the magazine and the flyer to the doctor,

Tell the receptionist you are going to leave some copies for the patients,

Find a good spot and leave them.

Exit by waiving and saying I'll see you next month.

If the receptionist or other personnel stops you and refuses the papers,

Give them a copy, with a flyer,

Tell them the doctor may be interested in writing an article or being in the magazine, and ask the receptionist to give a copy of the magazine and the flyer to the doctor,

Exit by waiving and saying I'll check back with you next month.

#### **5) Appearance and presentation**

It is extremely important to realize that you are the face of Your Health Magazine when you visit the offices on the route. Presenting yourself and the magazine in a pleasant, positive and professional way will assure that it is received well.

Dress appropriately for the job. The company has provided logo clothing for visiting outside offices and displaying our logo. The company has adopted this approach to increasing awareness and visibility. When you are on the route you must have the logo clearly visible for people to see.

When you go on the route and speak to people remember:

**We are here to Make The Difference.**

## Additional notes, policies and procedures:

1) Loading the vehicles - All vehicles have a maximum load capacity which should not be exceeded. It is difficult to tell the exact cargo capacity because the manufacturers rate the vehicles based on the driver, maximum number of passengers and optional equipment plus whatever cargo there is. In our case, we don't have the driver plus 4 passengers, the extra seats and the equipment which is included in manufacturers estimates.

The best measure is probably how the Van sits on its springs and how it drives. Vehicles should never be loaded to the point where the driver feels the van is unstable or unsafe to drive. For purposes of safety, I have estimated the following based on spec's from the manufacturers.

Page Count	Wt in oz's	Weight/1,000	# of papers/lb
64	5.67	567 lb's	2.82
56	5.01	501 lb's	3.19
48	4.83	483 lb's	3.31
44	4.33	433 lb's	3.70
40	3.83	383 lb's	4.17
36	3.33	333 lb's	4.80
28	2.83	283 lb's	5.65
24	2.33	233 lb's	6.87

Vehicle	Passengers	Max Cargo Wt	Pg count	Max # papers	Our Max #
Astro Cargo Van	1	2200	24	15,114	12,000
			28	12,430	11,000
			36	10,560	10,000
			40	9,174	9,000
			44	8,140	8,000
			48	7,282	7,000
			56	6,644	6,500
			64	6,204	6,000

If at any time these numbers seem to make the vehicle sit too low on the springs or make the vehicle unstable or unsafe, then remove some of the papers until a safe condition exists, even if this means making extra trips to pick-up papers.