

**“Managing the Right Mix”
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It’s difficult to recall where the above statement isn’t true.

Too much of anything can be harmful – too little is not enough – therefore the right “Mix” is important. But, “managing the right mix” is the key.

In any recipe if you put in all the right ingredients, but in the same equal amounts it probably won’t work. You need the right quantities (or mix) and then blend them together

In school, subjects taught are not necessarily all equal, in time spent – there is a “Mix” adapted.

In business retailing - a department store offers a “Mix” of items for you to choose – even a “specialty” store offers a “Mix” of selections – hopefully the right mix(even a mix of mixers).

In manufacturing, a manufacturer also offers a “Mix” of products in their roll as a vendor.

In distribution toosame.

In the Rep world, too, “Mix” is very important. Having the “right” and/or “synergistic” lines is just part of the “Mix” – the “Mix” is an issue. But, how you “Manage the Mix” is the real issue facing all successful salespersons – independent or not.

No – it’s not just selling “full line” – it’s more than that.

It is in prospecting, prioritizing, customizing and managing your efforts to maximize your effort with each line. It’s in-depth selling within each and all lines, it’s the right mix of distributor and end user calls – it’s the right mix of types of distributors and end users – it’s the right mix of markets..... it’s.....you get it. But, most important, it’s “Managing the Right Mix”.

How many times have you heard someone say he’s being “run” by his customers – “putting out fires”, chasing.....?

Those days are over – things are moving much too fast now.....at home, in business, and at play. It’s not just about business mix – it’s about the right mix between your social and business life. Determine your priorities – develop your gameplan – your strategic plan – short term – long term – social and business. Tell people about it – write it down – put it where you have easy access, work your plan. Then “Manage the Right Mix” – become a Mixmaster.

Think about it.

George J. Hayward