

To: Sent: Wednesday, September 04, 2002 10:11 AM
Subject: 10 TIPS ON HOW TO WORK IN A RECESSION

Dear Aquathin Dealer OnLine;

For those of you who have been an Authorized Dealer the longest, you know that we've been through 3 recessions, one extremely deep in the early to mid '80s. Today our domestic economy is hurting due mainly in part for paying the price for "irrational exuberance" (quote by Mr. Alan Greenspan head of the U.S. Federal Reserve concerning the inflated stock market), repercussions from tragedy of September 11, war in Afghanistan, crises in Middle East, tensions over Iraq. As well, many of our International Dealers are suffering from the same issues and their country's own internal problems.

Yet Aquathin Corp. USA and our Dealers continue to grow. We have the best products in the world, the best story to tell, servicing the most needy and most important industry in the world.

Below is a list of 10 practices to assist your Sales Managers at this time. We've implemented these practices many years ago and you will discover (if you have not already), they make sense in the best of times as well.

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 22nd birthday in 2002 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.

by Thom Reece and Alfred Lipshultz

We've all been inundated lately with the popular press trying to convince us that we we're either in a recession... or headed that way.

Regardless of whether you choose to believe the media on this subject, there are still some simple strategies that you can use to make sure you survive and prosper during any downturn in the overall economy:

- **1.** Think positively! Now that sounds like a trite and obvious statement on first view. But, when you give it some real thought, it makes sense that if you "buy-in" to the

recession mentality you are already contributing to making a recession a reality. Don't allow yourself, or your staff, to fall prey to negative thinking. You must take a pro-active leadership roll in keeping your organization on a positive mind-set. Remove negative thinking personnel. Resource: Anti-Recession Kit™

- **2.** Run a lean organization! Re-evaluate every part of your business with a keen eye to eliminating the fat. Trim expenses in every way that makes sense. Take advantage of our free goods promotions.
- **3.** Automate everything you can! Use technology to automate every process in your company. - Order processing, fulfillment, e-mail follow-up, etc. This leaves you more time to think about... and market...your business.
- **4.** Use slow periods to brainstorm! If your business does slow down, don't waste the time fretting and fussing. Make that downtime productive by brainstorming new business opportunities i.e increase your business to business calls for commercial systems if you are not active in this market, advancing your skill levels, learning and implementing new marketing techniques.
- **5.** Increase your advertising! Yes, you heard me. Your ad budget is never the place to start cutting in order to save money. It is the last place! Advertising is "an investment in future profits". Start carving out increased market share now, while advertising can be bought cheap. One of the best and most cost effective forms of advertising is home shows, garden shows, mall shows. Resource: DM Creative
- **6.** Renegotiate existing co-ventures or ad contracts. You'll be amazed at what some of the major advertising outlets will do for you in tough times. Media is hurting for ad revenue and they are very willing to sharpen their pencil... but you have to ask them. Tell them what you are willing to pay and let them respond. Negotiate!
- **7.** While Aquathin maintains the broadest product range to fulfill the needs of most markets, what truly makes your business "recession proof" is the **consumables / after market sales**. Be sure your company performs its monthly calls establishing appointments for scheduled maintenance and filter replacement. This also makes for an opportune time to ask your satisfied customer who they know would enjoy your services as well = referrals !
- **8.** Add aggressive incentives & contests for your sales staff! Now is the time to break out your most creative incentive ideas and implement them. Get you sales staff moving. Hang out the carrot and watch your sales increase. Set your staff into teams, and include everyone i.e. delivery, secretarial, service; team with most sales receives dinner at a great restaurant (you can even negotiate with the restaurant for special rates). Consider small promotional product giveaways to your clients to remind them you appreciate their business. Resource: iPromoAmerica.com
- **9.** Step up your use of free publicity! Start sending out more target news releases. Develop news angles for every part of your business and write them up in a simple press release. There are many online services that will distribute your release for free. Resource: Publicity Tips
- **10. Think locally! That's right. Start networking at the local Chamber of Commerce, Rotary, Lions Club, Optimists Club, Kiwanis, church-synagogue-mosque organizations, real estate-insurance-travel agents, plumbing-electrical-building contractors. Ask to speak at your local organizations meetings. International Dealers revisit the Sr. Commercial Officers at the U.S. Embassies to arrange cocktail parties for specific targeted industries i.e. hotel, restaurant, building contractors**

By © 2002 Thom Reece All rights reserved. Thom Reece, the author of this article, is an experienced direct marketing consultant with 25 years of in-the-trenches experience. He is a very accomplished platform speaker and seminar/workshop leader.