

**Sent:** Saturday, January 20, 2001 1:23 PM  
**Subject:** SMALL DIFFERENCES ADD UP !

## SALES FOCUS

Dear Aquathin Dealer... the margin between the good and great performer in sales (and in many things for that matter) often comes down to **very small differences performed frequently and consistently**... the extra call is one of those small differences... assuming 240 workdays in a year, one extra call translates into 240 more opportunities to sell each year-- two extra calls each day adds 480 opportunities you might otherwise have missed-- apply your average close ratio and the average commission earned and you can quickly see the impact of the extra call... remember, the difference between good and great performance often comes down to very small differences performed frequently and consistently... deliberately become one the greats-- add the extra call to your sales day... everyday...

FOR THE BEST TASTE IN LIFE  
Think Aquathin..AquathinK !!  
Celebrating our 21st birthday in 2001 !!!  
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"Alfie"  
Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.