

**From:** AQUATHIN SALES & MARKETING [mailto:salesandmarketing@aquathin.com]

**Sent:** Friday, January 04, 2008 1:15 PM

**Subject:** BIZ BANK 2008: "RADIATING THE SALES CULTURE" from Sam Parker...AN EVERY DAY NEW YEAR'S RESOLUTION !!!

Dear Aquathin Dealer OnLine;

ALWAYS A NEW YEAR'S ( [and everyday](#) ) RESOLUTION !!!

radiating the sales culture

Continually radiate the sales culture within your organization. When you see an opportunity, seize it (for the good of everyone).

Sales results can be directly affected by the actions of your entire team – your receptionist, your implementation people, the people in collections, your delivery people. In some cases, you may not even know it.

Be the spark to others. It's the right thing to do and it can only improve your sales results.

Through your daily interactions with those in other departments, help people understand and get excited about the fact that the organization serves the Customer first, and that this service is the value that pays the bills.

1. Radiate the sales culture internally. Through your interactions with other departments, help people understand that the Customer is paying the bills. Don't encourage, condone, or contribute to negative discussions about your Customers. Focus instead on how your organization helps Customers solve their challenges and improve their business or personal lives. Never say anything about the prospect or Customer you would not say directly to their face.
2. Positively reinforce those individuals who are helping the sales process by publicly praising their actions. If your sale was helped along by a particular individual, possibly an award may be considered. Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise. They're absolutely free – and worth a fortune.
3. Invite members of other departments out to see installations and hear from satisfied Customers, to help your team gain a better understanding of the Process they contribute to.
4. Create a one-page sales newsletter or schedule periodic meetings that advises everyone in the organization of where the sales efforts are being focused and the present results of those efforts.
5. Help boost the morale so that everyone is as positive as possible during the sales day (other departments might call it the business day - that's okay - love them anyway). This will help eliminate some of the indifference your Customers may sense when calling on your company. If you call in from the field and someone answers the phone in a dull or bothered tone, ask them

if they're having a bad day. Then (in the right tone) explain to them that it's definitely coming across over the phone and ask them if there's anything you can do to help.

You will sell and retain more business as a result...and your team will feel secure and empowered with the understanding that their security is their own responsibility as much as yours.

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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"Sam & Alfie"

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