

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

Sent: Wednesday, April 02, 2008 1:37 PM

Subject: BIZ BANK: ADVERSITY & COURAGE...from Sam Parker & Alfie

Dear Aquathin Dealer, Sales & Tech Team OnLine;

everyone depends on you

Your sales efforts impact everyone. Without them, everything stops. That's how important you are to your company, the people in it, both your prospective and existing Customers, Aquathin Corp...and your family.

Each sales week and month, you and your Team will almost certainly be presented with sales challenges and periods of time that test your resolve to make the next call and, in some cases, even question your career choice. Perhaps this happens more for those of us in sales because our clear occupational purpose is to create Satisfied Customers and drive revenue (very measurable and accountable results with no place to hide). If we hit a slump or a particularly challenging string of rejections, it can affect us very personally. Aquathin Axiom #52: Courage is the "enforcing" virtue...the one that makes possible all the other virtues common to exceptional leaders: honesty, integrity, confidence, compassion, and humility. Courage doesn't always roar. Sometimes courage is the voice at the end of the day saying, "I will try again tomorrow."

When you hit a difficult sales moment, commit to doing two things. First – pause and remember that challenges are experienced in all professions, but only those in sales have such an opportunity to be so directly responsible for the success of a business and take control. Second – focus & keep moving forward only with the sales tasks, activities and thoughts you know are necessary to achieving your sales objectives. Aquathin Axiom #2: It is when things go hardest, when life becomes most trying, that there is greatest need for having a fixed goal. Goals allow you to control the direction of change in your favor. Triumph often is nearest, when defeat seems inescapable...toil, endure, believe always, and never turn back. Practiced well – a great habit is formed.

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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"Alfie"

Alfred J. Lipshultz, President

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