

Sent: Wednesday, March 10, 2004 7:07 PM

Subject: BIZ BANK: LOOKING FOR HIGHER CALIBRE SALESPERSONS

Dear Aquathin Dealer OnLine;

Recently I was asked by Joe Guthrie, Managing Director of Aquathin Ireland, The Pure H2O Company, what to look for when seeking to raise the calibre of potential Sales reps. Our response from Aquathin U. below:

1. First and foremost, seriously consider before you hire anyone that came from some other water treatment company. You will find that (A) each of these persons has more bad habits than the next; (B) you cannot break them of these bad habits; (C) they each carry an uncanny potential to demoralize your Team; (D) they know it all. By following this suggestion you will save yourselves an immense amount of grief, backtracking, and out of pocket bandaids.

2. Look for people fresh out of college...seeking a challenge...wanting to make a difference. They have bills to pay and spirit o'plenty.

3. When reading a resume, watch for loyalty with a company vs. someone pleased to show you all the experience they have gained in their past 15 jobs.

4. This one may be different from your plans, but really warrants a good look. Part time personel. 80% of Sr. Flecha's (Aquathin de Puerto Rico) 105 person Sales Team is part time...and many make more money with Aquathin than their full time job. He has accountants, clerks, warehouse workers, clergy, cemetary workers, cops...all who are good, honest, hardworking people with good work ethics whose personal conditions require more money than their full time job provides i.e. young growing family, school, new house. Interestingly each of his top 5 Managers rose to full time ranks from part time.

5. Look at successful sales reps who sold Yellow Pages, cell phones, real estate. These people understand that their success is directly related to the shoe leather they are willing to sacrifice.

6: Retirees. Due to years of "irrational exuberance" pumping the stock markets, global concerns for terror, wars, white collared corporate criminals, lowest interest rates in 45 years...all of which make a goopy recipe for killing years of savings and returns in retirement plans, retirees are coming back to the workforce. They carry with them years of "old school knowhow" regarding what is expected of an employee vs. what they should be handed.

7. Use present Sales Stars for recruiting and pay a 5% commission for one year from the new recruit's sales to the Sales Star recruiter. The Star will pick those cut from the same cloth not wanting to be embarrassed by poor producers. They will be assist in training on their own, because multiples of 5% are adding up. And as the 5% also goes away in a year, the Sales Star will be on the lookout to replace that lost revenue to themselves.

Once you have a higher calibre person you can easily instruct them in how to use their skills and "DNA" to present our sincere concerns for the Customer's needs...and to prescribe the very best water treatment systems available. The glory and honor of being the best in product and

service breeds continuous enthusiasm for they understand they can never be embarrassed by someone calling them stating their neighbor has a better product.

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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