

**Sent:** Saturday, July 12, 2003 1:26 PM  
**Subject:** BIZ BANK: HOW TO DEAL WITH NEGATIVITY

*Dear Aquathin Dealer OnLine;*

*Below you will read a note from David Waddell, a friend....and son of my friend and Authorized Aquathin Dealer of almost 20 years, Harvey Waddell, in North Carolina. David has recently graduated Aquathin University and has incorporated his long experience of growing up with Aquathin, into his plumbing business also in North Carolina.*

*David writes about his confusion over a negative interview with a prospective Customer. Please read our response (as taken from Aquathin U.) and be sure to share this with each of your Team.*

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

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Celebrating our 23rd Birthday in 2003 !!!

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"Alfie"

Alfred J. Lipshultz, President

***P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Biz Bank, 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.***

----- Original Message -----

*Hi David;*

*Regarding your Customer; Brita has been proven to breed coliform bacteria. I believe they state in their literature, "not to be used on microbiologically unsafe water" as do all of our competitors. So here's what my crystal ball (and experience) tells me about your Customer. He believes there really is no problem since he has not gotten sick and if he has been sick, well, the well water could not have been the culprit. He is short on love for his family, but has no problem getting whatever he wants...because what and when he wants, is the right thing to do. Now, his decision has put himself, family members and guests in a potentially grave position. Only when catastrophe arises, will he do something...and most likely, not with you out of his embarrassment.*

*Thankfully, your Customer represents the vast slim minority. When you ever meet up with these people that suffer from "moat mentality" (wide canal around their brains preventing new ideas in), cut your time and aggravation by immediately recognizing it, and saying thanks as you did, and "I'm in the Yellow Pages". Don't even leave literature because its just going to get tossed.*

One more word of advice. You are in this business because you care. People like you (and me and our Authorized Dealer Network and Their Team) have a tremendous potential for taking it personal when encountering that slim minority i.e. "I did the best job ever in helping this Customer...and all it resulted in was them telling me to leave". David, per caring people like ourselves, we often allow that single negative event to somehow outweigh all the positive events....**and it does not !** Don't let someone's negativity, ignorance or their lack of love for themselves and their family attempt to bring you into their world !! You cannot help it if someone is a shmuck ! Its their problem and their problem will never become yours / mine / ours !!!!

End of Sunday afternoon sermon !...but makes for a good Forum Q & A !!!

Have a great week and warmest regards to all,

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Alfred J. Lipshultz, President

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

----- Original Message -----

I have had several interesting consultations with customers regarding water. Last week I met with a couple that had coliform in their well water. They didn't want to "purify" the whole house with a UV light at the well. I pointed out that a UV light just kills the bacteria and other microbials except cysts, it does not purify the water. They expressed an interest in a point of use purifier, so I was considering the combination UV and RO unit or the Platinum 90. I had to ask if they were drinking the untreated water or if they were at least buying bottled water. Here is where it got interesting. He opened his refrigerator and proudly showed me his dispenser filter (like a Brita pitcher filter, only larger) and said that it would do the job, but it was too much aggravation. I pointed out that a G.A.C. filter is not suitable for removing coliform and that he should at least purchase distilled water until we got him set up with the proper equipment. He then informed me that distilled water was not fit to drink, because it said so on the bottle of distilled water that his wife bought for her clothes iron. It was at that point that I realized this guy was trying to mess with my head or something, so I told him straight out that he needs a U.V. light at the well, and an RO/DI unit at the kitchen for drinking purposes in order to be sure his water was safe to drink. I offered to test his water to see if any other equipment would be necessary to ensure adequate conditions for the purifier. He ended up inviting me to leave. I guess he had in mind that a \$50 filter would suffice. Although I tried, he just wouldn't see the light. (no pun intended) Upon leaving, I thanked him for the opportunity to talk with him and told him that although I was not able to help him in the way he was hoping, it was nice meeting him and his wife. I also said "by the way, if you happen to run a fever or come down with a case of diarrhea that is really bad, please consult your doctor. Your health could be at stake if you continue to drink that water treated with the filter you are using. I'm not trying to scare you into buying something. If nothing else, please buy bottled water for drinking and cooking. I am only saying this because I care about your health. I hope you have a wonderful holiday." When I left I felt both confused and frustrated. I also felt thankful that I had the opportunity to bestow upon him the truth about his situation.

His tone did not change.

I'm sure you have come across this type before. The well is new, so the chlorine they poured down it is obviously still doing the job. We both know that it will not last forever. Hopefully he will do something.

Other folks are more receptive, thank goodness. Most just want their water to look good and taste good in spite of the information that I provide. The offer to credit the Yes filter and the lead out toward an RO-DI if they come back within a year is something I plan on doing for them.

It will be an interesting first year. Dad made the comment that if we were smart, we would quit plumbing all the time and just focus on selling water treatment equipment. I said "that's exactly what I am planning to do". There are a couple hundred plumbers in the phone book, and only a dozen listings under water treatment / purification.

Have a great day,

David Waddell