

Dear Aquathin Dealer Online;

Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins very, VERY, VERY sooooooooooon.....

What will be different in your sales world at the end of 2004 from where your sales world was in 2003 -- beyond your increased production in dollars generated, units moved and improved margins? These are your goals -- your targets -- and in most cases they'll always be set higher each year. But what will **get you there**? What are your sales resolutions?

- Will you and your team prospect more?
- Will you establish better personal relationships?
- Will you commit to increased product knowledge and a solid sales process and follow through?
- Will you be more attentive, invested and involved in the efforts of your sales team and your current customers?
- Will you complain less?
- Will you commit to perpetual optimism?
- Will you be more patient with your team?
- More approachable to your customers?

Sales resolutions... What will you **deliberately** set as your top 3 priorities that will help you and your team hit your targets. Three priorities. Any more and it becomes difficult to focus on even one. If you need only two then **formally establish** two.

Your professional life is half of who you are -- half of the value you create. It welcomes your attention (and deserves it). Over the final days of this week, invest the time in firmly establishing your foundation of priorities for 2004. Three statements (or less) of professional focus that will help your sales world at the end of 2004 be a dramatic improvement from this very moment (regardless of how wonderful this year may conclude... i.e. Aquathin Corp. USA enjoyed a record year...for which we thank you very much...and each year we review our focus and priority statements).

These are your **essential fundamentals** that will help you and your team hit the goals you've established. Complete them in writing. Absorb them with commitment. Move forward.

"Resolve to perform what you ought;
perform without fail what you resolve."
Benjamin Franklin (1706-1790)
American statesman, writer, scientist & printer
(do you have your copy of Franklin's 13? Click here
<http://www.justsell.com/content/sq/pdf/virtues.pdf>)

Warmest regards to all,

*FOR THE BEST TASTE IN LIFE &
25 Years Pure Excellence
Think Aquathin...AquathinK !!
(visit the allnew www.aquathin.com)*

"Sam & Alfie"

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