

**Sent:** Thursday, June 26, 2003 10:08 AM

**Subject:** BIZ BANK: THE SALES PROCESS FROM SAM PARKER AND AQUATHIN U.

*Dear Aquathin Dealer OnLine;*

*The Sales Process is rocket science. And just as rocket science is built from a foundation of physical and mathematical laws and principles, the sales process can be "**purified**" down to its very simple laws and principles.*

*Here's the bottom line for your records... from Aquathin U...fluff removed. Use it as a guide for in-house sales training of your Team or for your personal sales skill development (you do work on your most valuable asset, don't you?)... focus on one area each week or month... print it out... send it out... tack it up...*

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

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

Celebrating our 23rd Birthday in 2003 !!!

(visit the allnew <http://www.aquathin.com>)

"Sam & Alfie"

***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.***

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## **the sales process**

you understand, enjoy, and are enthused and motivated by the **superior features and benefits** of Aquathin's products and services... and **being a member** of Aquathin Family...and **enhancing the quality of life** for those we serve

and you've... **defined & identified** your **target markets as residential, commercial, lab**

## **the sales process begins**

1. prospect
2. interview

3. analyze needs
4. present
5. negotiate
6. close
7. service and follow-up

**throughout** the sales process, the salesperson should be **continually**...

- asking questions
- listening
- qualifying (the opportunity for both parties)
- discovering hot buttons (wiifm-what's in it for me)
- building rapport
- establishing trust
- developing credibility
- developing a valuable relationship
- addressing objections
- planning next action steps
- confirming understanding
- asking for referrals
- seeking additional opportunities to serve & sell
- evaluating responses & results (positive/ negative)
- affirming decisions
- positively expectant

**I love my Aquathin !**