

**Sent:** Thursday, November 07, 2002 9:52 AM

**Subject:** TIS THE SEASON -- FROM SAM PARKER AND AQUATHIN U.

Dear Aquathin Dealer OnLine... it's the selling season... 37 sales days remain in the year... with a sprinkling of holidays it will seem like even fewer... the upside is that whether you and your team sell to the consumer or to businesses, spending will **increase** during these final weeks... budgets are being set for 2003 and remaining budgets are being used for 2002... there's no more **important** time of the year to **focus** on your work... and work for sales & business development professionals means bringing in the business-- bringing in the revenue...**at Aquathin U. and for the many of the older Dealers, we teach (and those Dealers know) that November and December are historically excellent months for residential sales...people are getting homes ready for the holidays in preparation of guests, family and friends...and they want the water right !**

in order to accomplish your primary objective, you and your team need to be sure you're maximizing the amount of time you're engaged in sales activities that are pursuant to your primary objective... some experts estimate that no more than 50% of a salesperson's day is invested in **true** sales activities... creating proposals and crafting and drafting messages are for outside the money hours... today, and every sales day that remains in 2002, commit to applying your effort during the day to only those activities that bring in revenue-- truly **commit**... at a minimum, establish a sales **blitz** day for each week where non-sales activities are not allowed to invade the day-- not one... if you lead a team, ask yourself what hurdles to sales you can remove and which prospects might move **forward** if you made the call with or in **addition** to your salesperson... if you're on the front line, make it a habit to check yourself every couple of hours and ask if the activity in which you're engaged serves the end objective of your profession-- bringing in the business... if it doesn't, save that activity for your evenings and weekends...charge !!

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*Celebrating our 23rd Birthday in 2003 !!!*

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

"Sam & Alfie"

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