

Dear Aquathin Dealer OnLine;

ISO QUALITY MANAGEMENT SYSTEM GRAPH.pdf

On November 29, 2006, I sent you a Biz Bank discussing the sole importance of business is creating and maintaining a Customer (pasted below for your convenience). During our ISO Training, the Instructors made a large point of identifying who Customers are. Yes, the end user is a Customer, but internally, each of us are each other's Customers (see attached ISO graph), including Technicians, Logistics, Sales, Telemarketing, Management. Let me say this again...each of us within our employment are each other's Customer. For example, your Order Processor is the Customer of your Salesperson...and the Technician is the Customer of the Order Processor. The ISO Instructors were really pleased to see that at Aquathin Corp. HQ, we had already programs in place that demonstrated our awareness of each other as a Customer which is a key to the fluid, smooth, frictionless, highly productive efficiencies of our day to day operations.

It is important to "be aware" that we spend a large amount of awake time with internal Staff...to act with conscious courtesy, respect and a positive attitude that reinforces all of this. aaaaAND be sure to tell someone when a task is well done. Aquathin Axiom #36 Power Words: "Nothing else can quite substitute for a few well chosen, well timed, sincere words of praise...they are absolutely free and worth a fortune."

It is also imperative to "be aware" that each other is a resource to one another for efficiencies, improvement, enhancement, knowledge...and review of that most valuable feedback provides for continuous improvement. And equally, it is imperative that Management understands that any Employee that doesn't understand this, must be invited to find satisfied employment elsewhere.

I urge you to review and share all aspects of this Biz Bank with your fine Teams...it is a terrific way to launch your successful 2007 !

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

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

**FOR THE BEST TASTE IN LIFE &
27 Years Pure Excellence
...and another Quarter Century re-inventing the water industry !
Think Aquathin...AquathinK !
(visit the allnew www.aquathin.com)**

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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.

From: AQUATHIN SALES & MARKETING [<mailto:salesandmarketing@aquathin.com>]

Sent: Wednesday, November 29, 2006 12:48 PM

To: Info@Aquathin.Com (info@aquathin.com)

Subject: BIZ BANK: THE DEFINITION OF BUSINESS...FROM SAM PARKER

Dear Aquathin Dealer OnLine;

"There is only one valid definition of business purpose: to create a Customer."

Peter Drucker (1909-2005)
Austrian-born management consultant and writer

sales check:

it took a lot to bring in your Customers...
how's your internal Customer service culture?
(see below)

sales thought:

Everyone in your organization can (and often does) have a direct impact on your Customers. Be sure that everyone is on board, sending the right messages (directly and indirectly) to your Customers.

Through your daily interactions with those in other departments, help people **understand that the Customer is paying the bills and everyone within the organization serves the Customer first.** Don't encourage, condone or contribute to negative discussions about the Customer or Prospective Customers. Focus instead on how your organization helps Customers solve their challenges and improve their businesses or personal lives.

Be responsible...

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"Sam & Alfie"

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