

Sent: Friday, October 31, 2008 10:12 AM

Subject: BIZ BANK: SALES / LIFE QUOTE OF THE WEEK NOVEMBER 3, 2008

Dear Aquathin Dealer OnLine;

[BIZ BANK SALES-LIFE QUOTE OF THE WEEK NOVEMBER 03, 2008.pdf](#)

ATTACHED IS A NEW FEATURE BROUGHT TO YOU BY AQUATHIN BIZ BANK -- SALES / LIFE QUOTE OF THE WEEK. FIRST OPEN & REVIEW.

**ENCOURAGE OPEN DISCUSSION OF THE ESSENCE OF THE ATTACHED QUOTE THAT TRANSCENDS TIME WITH YOUR SALES & TECH & OFFICE TEAM.
ITS ALL ABOUT "PERSPECTIVE, PERCEPTION & BALANCE."**

TALKING POINTS: But how do you create Advocates? And more importantly, how do you keep them on your side?

IBM says to chronically deliver the perfect Customer Experience with the right product assortment, and then the Advocates create themselves. You know, Aquathin Dealers have been doing this almost 30 years now...and that is why many Dealers report much of their new business (as much as 72% reported) comes from referrals. Also and equally important in "play to stay" is the fact that Customer retention is 99%...it would be 100%, but there are those that move away...and then purchase another Aquathin from that area's local Authorized Dealer, or took the unit with them, or purchase Factory Direct if we've yet to establish a Dealer in their area (and even those Customers who pass away, their family uses the Aquathin or includes in the estate sale). Serious Advocates !!! I went to our dentist a couple weeks ago...Marty's been an Aquathin Customer for 27 years...and he has an Aquathin in his office as well for patients and chair water. The entire half hour I laid there as he replaced a filling was spent listening to him and his assistants raving about Aquathin! Then I settled the bill and listened to the receptionist tell me she loves her Aquathin! ADVOCATES!

There is also another group of Advocates in addition to Customers. Aquathin Dealer Salesreps, Technicians, and Clerical Staff morph from job workers into Advocates...because of the Experience in recognizing unlimited growth opportunity and a wide range of products satisfying most any Customer encountered. Yet, so many companies...even good ones, just don't go that far to make sure that The Team are also Advocates. For example, McDonalds employees rarely look you in the eye, rarely smile, rarely make you feel good about shopping in their restaurant...they are more like robots. What about the department store clerk who frequently glances at their wrist watch while you are trying to buy something. It is always so so so so heartfelt pleasing to me when I visit Aquathin

Dealers and hear their Team feel as much of a part of Aquathin as I do myself. Now these are very serious ADVOCATES TOO !!!

**Some of the Quotes are from great thinkers, doers and talents including Gandhi, Einstein, Churchill, Twain, Mother Teresa, Ford, Edison, Buffet, Epicurus, Cervantes, Bradbury, Freud, McCain, Confucius, Kay, Eastwood, Iacocca, Altman, Jobs, Depp, Jordan, Oprah, Shakespeare.
It's not important who said...the words survive the authors.**

I RESPECTFULLY RECOMMEND THAT YOU PRINT IN COLOR, FRAME AND HANG IN YOUR TRAINING ROOM.

YOU WILL HAVE QUITE A COLLECTION VERY SOON !!!

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 &

28 Years Pure Excellence

...and another Quarter Century re-inventing the water industry !

Think Aquathin...AquathinK !

(visit the all new www.aquathin.com)

**** AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) ****

& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit www.aquathin.com/estar2008.pps)

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.