

Sent: Friday, September 19, 2008 10:11 AM

Subject: BIZ BANK: SALES / LIFE QUOTE OF THE WEEK SEPTEMBER 22, 2008

Dear Aquathin Dealer OnLine;

[BIZ BANK SALES-LIFE QUOTE OF THE WEEK SEPTEMBER 22, 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: Say what you will...and there is plenty about Iron Mike Tyson, but in his youthful prime (before Cus passed away, Cus provided strong parental guidance and control), Tyson destroyed his opponents' ring plans with a single shocking power punch unlike they have ever received before. You literally could watch the opponent unravel. That premise is true in business and life...we all have plans. While its important to be able to respond when getting a hit you were unaware was coming, whether financially, jobwise, family issue...it is more important to be able to anticipate so far in advance what your going to see coming down the road to AVOID GETTING HIT.

OK, so how do you do that? By your actions today and how you prepared your business and life to get to today. You know Einstein proved in physics "that for every action there is an equal and opposite reaction". However, in business and our lives, for every positive action there are multiple positive results...and said conversely, for every negative action, there are faster multiple negative power punches (and that is why you see the negative operator flame out so fast...it takes but only a matter of hours or days to setup a future death spiral).

The global economies in some areas are at issue, yet "Aquathin" and "Aquathin Dealers" are quite well. Dealers who cross trained their Sales, Tech and Clerical Teams are lean and mean with lower costs of doing business. Dealers must have "the pulse" on their business...meaning it's OK to delegate responsibilities and authority, but don't just accept reports...you still thoroughly read reports to understand how much of the truth is published. Surround yourselves with "caring talent". Sales people who have expanded their knowledge to include multiple market applications know that when one market dips, the other usually holds or increases.

Operating your business and life in the most positive environment and atmosphere, in a culture of enthusiasm to do right...you can see the absolute farthest down the road to AVOID GETTING HIT. Now, do you know why Tyson lost his world title...yes, he delved into negative practices...but moreover, the boxers coming back for a rematch who experienced the wrath of his power punch, knew how to AVOID GETTING HIT and won.

*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.

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*"Alfie"
Alfred J. Lipshultz, President*

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