

Sent: Saturday, November 23, 2002 10:53 AM

Subject: YOUR CUSTOMER PRESENTATION

Dear Aquathin Dealer OnLine;

Recently I have corresponded with two Aquathin Dealers -- one new and one longstanding, who where interested in increasing the "science / acedemic" content in their presentations. Now for all of you who have attended Aquathin U., you have heard the "science" portion of my lecture which **is** important for your education, but as I state in the lesson, would put an insomniac to sleep...and rarely has a place in a Customer presentation.

Adding more science in a presentation for residential, commercial and lab use, is perceived as "interesting" to only a very few Customers and no reason at all to compel a purchase (it is simply another bullet in the Aquathin arsenal). The published **tests** which **demonstrate efficacy**, the published **achievements** which **demonstrate credibility**, the published **Customer letters** which **demonstrate endorsement**...all are exponentially more valuable than any science chart and **do** serve for commanding the Customer to a call to purchase via their sense of logic on a highly emotional issue i.e. "I have the power to protect my family from water borne catastrophe...how shall I proceed?....show me the most powerful evidence to assist me to achieve the best decision I can make for my family".

When making presentations for commercial and lab use, the information provided from Aquathin Quote Bank and Tech Bank are complete with all that you will need. These market have specific requests and expect each request to be specifically addressed...no other flowers or red herrings required. The most professional looking presentation, with one or two endorsements proving you have the capacity to meet the needs, will get the deal.

In closing, please adhere to the Aquathin presentation and methods that have been proven successful throughout these many years.

Warmest regards to all,

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

Celebrating our 23rd Birthday in 2003 !!!

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

"Alfie"

Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.

FOR THE BEST TASTE IN LIFE
Think Aquathin..AquathinK !!
Celebrating our 23rd Birthday in 2003 !!!
(visit the allnew <http://www.aquathin.com>)

"Alfie"
Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A" , "Allergic Reaction" , 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.