

**Sent:** Thursday, October 03, 2002 9:56 AM

**Subject:** HERE IS AN EARLY HOLIDAY PRESENT TO YOU FROM ALFIE !!!!!!!

Dear Aquathin Dealer OnLine;

Over the past 18 months, I have sent you quick read articles regarding improving sales techniques from **Sam Parker**. I've received a lot of positive comments from you.

Recently I spoke with an Aquathin Distributor's Sales Manager and learned that sales were a little slow this month. Now in particular, we discussed that sales had been so vigorous this past year that there was not enough time to perform the practices of **NETWORKING, FINDERS, REFERRAL FARMING**. However and to be perfectly candid, unless there is a catastrophic event i.e. deep recession, hurricane, war... slow times are equated to a **LOSS OF MOMENTUM**.

It is important, and I cannot emphasize this enough, that you:

**1. PREPARE FOR A FULL YEAR I.E. ADVERTISING WHICH INCLUDES YELLOW PAGES, HOME SHOWS, AND SALES PROJECTIONS.**

**2. PLAN 3 MONTHS IN ADVANCE FOR and WITH YOUR SALES TEAM.**

**3. PRACTICE THE RITUALS OF PROSPECTING DAILY I.E. NETWORKING, FINDERS, REFERRAL FARMING, PRODUCT KNOWLEDGE.**

Sooooooooooooooooo, here is an early Holiday Gift for you ! Sign up to receive Sam's Newsletter and Development Group (details below). **ITS FREE !** This way you do not need to wait for review or new and exciting information from me...although I will certainly continue to send them. Get it FREE all the time.

Warmest regards to all,

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

Celebrating our 22nd birthday in 2002 !!!

(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.**

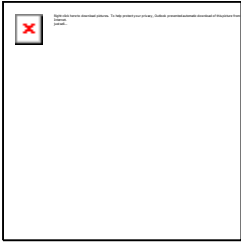
----- Original Message -----

**From:** [sam.parker](mailto:sam.parker)

**To:** [info@aquathin.com](mailto:info@aquathin.com)

**Sent:** Wednesday, October 02, 2002 8:06 PM

**Subject:** justsell.com: what is the right sales culture?



# one way to **keep** your customers

october's focus: exceptional service & follow-up

total sales days in october: **22** total for the quarter: **62**

ALFRED... a fresh quarter with 62 sales days of opportunity (60 as of today)...

over the next several weeks, add to your sales day a focus on continually radiating the sales culture **internally**... when you see an opportunity, instead of letting it go, seize it...

everyone in your organization can (and often does) have a **direct** impact on the sales process-- your sales process and the work that follows the close... as a sales or marketing professional, it's your responsibility to be the **spark**-- the leader in promoting the sales culture...

through your daily interactions with other departments, help people understand and get **excited** about the fact that the organization serves the customer first and that this service is the **value** that pays the bills... don't encourage, condone or contribute to negative discussions about your customers... these are the companies and individuals that support **you**... focus instead, on how your organization helps customers solve their challenges and improve their business or personal lives... you will sell and **retain** more business as a result... be the spark... just sell@...

---

**do** you begin each sales week with the **intent** to be the best you can possibly be?

are you **investing the time** to help yourself and your team be the best in your industry?

a development circle can be the beginning...

it's **offline**... it's **free**... it's **yours**

learn more & become the best... [click here](#)...



<http://www.justsell.com/dc.htm>

## **SALES IMPROVEMENT**

a coach, a plan and a resource for helping you & your team sell more--

**october's focus:** service & follow-up...

next up...

**november:** sales blitz || **december:** goal setting || **january:** prospecting

### **service & follow-up schedule**

your guide to building a formal service & follow-up schedule... maximize the value and potential of your current customers... just sell®...

### **The six principles of account maximization**

by Paul Goldner

You have one last sustainable competitive advantage... and your success depends on how well you leverage it with your customers... it's the only thing left that is truly yours...

for these articles, please visit...

<http://www.justsell.com/content/content.htm>

---

### **Looking for Top-Notch Sales Professionals?**

CareerBuilder.com has the perfect opportunity for you! CareerBuilder.com, **the nation's leading job board for talented sales candidates**, is launching an **Online Career Fair** specifically for **sales professionals!** Our driven, experienced candidates will become your next valued, loyal employees. Don't miss this exceptional opportunity to find the superstar candidates you've been looking for! **Sign up today!**

For more information, [click here](#).

---

### **Referrals: the sales professional's best friend**

by John Carroll

Referrals make sense for everyone involved: the customer, the company and the sales rep. It's an efficient way to grow sales, but most reps and companies lack a formal process. It's time to change that...

### **the account review**

your guide to what works and what doesn't work to bring in the business... know why you won or why you lost... and learn how to increase your win ratio... just sell®...

### **manager's focus:**

#### **What makes an effective account plan?**

by Bob Tolar

"I have a plan", you say, "I have it right here in my head." It is this scenario that brings to mind the old wisdom:

"If you can't write it down, you can't claim to understand it."

Account planning and account plans need to be dealt with in a very formal and structured way.

Here are the critical success factors for an effective account plan.

what are the **seven steps** to an effective account plan?

for these articles, please visit...

<http://www.justsell.com/content/content.htm>

### **october's sales skill development calendar**

**(newsletter exclusive)**

the fourth quarter begins... three quarters of successful selling and new customers are working for you now... congratulations... this month focus on those customers and the process that helped you win new business... **day-by-day** steps to help you maximize the value of each customer—print it, share it, work it... sell more... just sell®...

<http://www.justsell.com/dc/102002dc.htm>

### **development circle ideas**

**(newsletter exclusive)**

october is the start of the fourth quarter... a time to focus on the **existing** customers that have contributed to your success this year and will be part of your success next year... work with your development circle to create a plan to serve those customers and ramp up your pipeline of existing business for the quarter... some ideas to help you get started...

- plan development activities using the october sales development calendar
- identify three ways your dev circle can radiate the sales culture in your organization
- share results from your account review exercise... replicate those activities that produce results
- identify and plan a personal end of year activity each dev circle member can do with his or her top clients to thank them for their business

interested in starting a **development circle** in your office?

learn more by clicking here:

<http://www.justsell.com/devcircles.htm>

## **SALES REMINDERS, HISTORY, LEADS & SURVEY**

### **sales reminders**

"be the spark"

"radiate the sales culture"

"customers first"

"think lifetime value"

print it, post it & just sell...

<http://www.justsell.com/sr100202.htm>

---

### **top sales downloads**

- the sales process defined
- the sales checklist
- the top 30 open-ended questions
- the networking checklist
- us & canadian area codes (complete)  
(where's that area code and in what time zone?)
- us & canadian state/ territory abbreviations (complete)
- sales days calendar for 2002 & 2003  
(plan your extra call... every day)

<http://www.justsell.com/salesdownloads.htm>

---

### **prospects™** **(subscriber exclusive)**

20 complete company profiles with multiple contact names-- each with a recent event to fuel company growth... these are **sales leads** with a reason to call now... growth means spending... 20 more in the next **just sell@** newsletter... enjoy...

<http://www.justsell.com/prospects/102002/prospects100202.htm>

20 from the last newsletter...

<http://www.justsell.com/prospects/092002/prospects091702.htm>

---

### **sales history** **(subscriber exclusive)**

in 1945, a production manager for a french ink manufacturer purchased an empty factory with his friend.. with this investment, Marcel Bich & Edouard Buffard launched their business as a producer of mechanical pencils and fountain pen parts... while not particularly impressed with the early ballpoint pens, Bich saw the incredible sales potential for such a product and worked to design a better version that could be sold at a low price point... by 1953, BIC was selling 10,000 pens a day...now, consumers buy 21 million BIC pens, 4 million BIC lighters and over 9 million BIC shavers... every day... that adds up to more than \$1.5 billion in sales each year... and BIC disposable pens are made to last... each ballpoint contains enough ink to write for up to two miles...

more...

<http://www.bicworld.com>

---

**sales survey** (from the last newsletter)

57% of those that responded said they invest **more than 10** days a year in their professional development (excluding product knowledge training)... 34% said they invest between 3 and 10... in which category do you fall?

this week's quick question...

Which is your **preferred** method of thanking a customer or prospect for an order or a referral?

contribute at...

<http://www.justsell.com/content/content.htm#survey>

---

## FEATURED SALES CAREER OPPORTUNITIES

nationwide sales opportunities...

<http://www.justsell.com/jobs/search/index.cfm?fa=listNationwide&jnf=1>

more sales opportunities across the country...

<http://www.justsell.com/jobs/search/index.cfm>

---

thanks for being a part of the **just sell**® community-- it's your support of justsell.com and its sponsors that help us serve you...

if you're evaluating how effective your sales processes and systems are, [download](#) Establishing Changes in Your Sales and Marketing Organizations, a Siebel Systems White Paper and gain some additional insight...

if you're looking for top sales professionals to add to your team, take a moment to learn more about CareerBuilder.com's upcoming Online Career Fair specifically for sales professionals by [clicking here](#)...

please call or email if you need anything at all...

just sell...

sam

ps... if your **resellers** sell more, you sell more... help someone sell more this month and forward this **just sell**® newsletter to them... they can subscribe by clicking on this link...

<http://www.justsell.com/subscribeb.htm>

---

it's all about sales ®

<http://www.justsell.com>

justsell.com-- your sales & marketing portal™

---

main 804-521-4260  
fax 703-783-8357  
[samparker@justsell.com](mailto:samparker@justsell.com)

---

celebrating our **fifth year** of  
helping companies and individuals **sell more**™ ...

© 1998-2002 justsell.com/ MaxPitch Media, Inc.  
all rights reserved

for information on becoming a sponsorship partner  
of **just sell**®, please call jim gould at 804-521-4260  
or email him at [jim@maxpitch.com](mailto:jim@maxpitch.com)

to talk with a human... call 804-521-4260

to subscribe...  
[click here](#)

to change your profile or unsubscribe...  
[click here](#)