

**Sent:** Thursday, August 08, 2002 9:42 AM

**Subject:** FROM SALES CONSULTANT SAM PARKER--THE POWER OF CONFIDENCE !!!!!

*Dear Aquathin Dealer ON-Line;*

*For those of you who have attended Aquathin University, Day Three / Marketing, you hear Mitch state "I'm a great guy with a great product". That does more than just get you in the mood. That mindset conjurs up a huge amount of pride in that we are enhancing the quality of life for our family by enhancing the quality of life for those we serve. It is important to repeat that statement at each and every one of your sales meetings. Here's what Sam has to say:*

**"throughout the sales process-- from prospecting to closing-- the power of what you **expect** to happen can have a tremendous impact on what actually does happen... closing is a natural conclusion to a sales process well-worked... everyone wins... your new customer... you... your team... it's success all around... in fact, closure to a sales process makes the time invested for both parties well worth the effort of the initial discussions and evaluation... this should be your mind set as you begin to close... it's called being **positively** expectant..."**

**as your sales processes come to the closing stage this month, remind yourself and remind your team-- the closing opportunity is reached because the prospect sees a benefit in what it is you're selling them (an opportunity to make more money, to save money, to look good, to eliminate pain, to feel good, to enjoy, to be loved)... they **want** what it is you're selling and they want you to help them get it... help everyone and close with confidence... it's the **natural** conclusion-- the beginning of a customer relationship"**

*Warmest regards to all,*

*Sam & Alfie*

**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.**