

Sent: Friday, December 20, 2002 3:09 PM

Subject: BIZ BANK: THOUGHTS FOR NEW RESOLUTIONS FROM SAM PARKER

Dear Aquathin Dealer OnLine;

... what will be different in your sales world at the end of 2003 from where your sales world is in these closing days of 2002-- beyond your increased production in dollars generated, units moved, new Aquathin products and improved margins? these are your goals... your targets... and in most cases they'll always be set higher each year... but what will get you there? what are your sales resolutions?

will you and your team prospect more? will you establish better personal relationships? will you commit to a solid sales process and follow through? will you be more attentive, invested and involved in the efforts of your sales team and your current customers? will you complain less? will you commit to perpetual optimism? will you be more patient with your team? more approachable to your customers?

*sales resolutions... what will you **deliberately** set as your top 3 priorities that will help you and your team hit your targets... three priorities-- any more and it becomes difficult to focus on even one... if you need only two then **formally** establish two...*

*your professional life is half of who you **are**-- half of the value you create... it welcomes your attention (and deserves it)... over the final 7 sales days of the year (outside the money hours, of course), invest the time in firmly establishing your foundation of priorities for 2003... three statements (or less) of professional focus that will help your sales world at the end of 2003 be a dramatic improvement from this very moment (regardless of how wonderful this year may conclude)... these are your essential fundamentals that will help you and your team hit the goals you've established... complete them in writing... absorb them with commitment... move forward...*

**"Resolve to perform what you ought;
perform without fail what you resolve."**

Benjamin Franklin (1706-1790)

American statesman, writer, scientist & printer

happy holidays from Sam, Alfie & everyone at Aquathin Corp. USA

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