

Sent: Thursday, April 08, 2010 10:19 AM

Subject: YOUR AQUATHIN PEARL OF WISDOM #43 -- COMMUNICATE

Dear Aquathin Dealer OnLine;

[BIZ BANK SALES-LIFE PEARL OF WISDOM #43.pdf](#)

HAPPY 30TH "PEARL" BIRTHDAY !!!

Thank you for the tremendous comments of appreciation for the launch of our Pearl Anniversary celebration. The PEARLS OF WISDOM are to help you and your Team Training to commit to memory the major Aquathin "Hot Facts" to arm your Team with and to whip out these big guns in educating your Customers exactly what makes Aquathin and Aquathin Dealers the very best in the industry.

I appreciate the amount of Dealer feedback and requests to resume the SALES / LIFE QUOTE OF THE WEEK. So we've decided to integrate the Quotes into the Pearls of Wisdom and alternate Hot Facts and Sales / Life Quote weekly.

ATTACHED IS A NEW FEATURE BROUGHT TO YOU BY AQUATHIN BIZ BANK -- SALES / LIFE QUOTE OF THE WEEK - PEARL OF WISDOM. 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:

The attached Pearl of Wisdom from Maya Angelou affects every relationship in life...wives, husbands, friends, kids, pets, business associates, employees, club and church members...including sales and your Customers. How you make people feel is indeed your legacy, and you only get 1 shot to do it right. There are no "do overs" after giving negative feelings, and such attempts are watered down, because people never forget. They may forgive...but never forget.

Below you will read a brief yet terrific lecture from Bernie Cronin, President of Sandler Training, a leading sales training skills organization, and a member of South Florida Manufacturers Association along with Aquathin Corp. visited Bernie's classes and thought you would like to read one of his terrific lectures. Sound familiar !?!?!

THE MOST IMPORTANT PART OF THE

SALESPERSON'S ROLE By Bernie Cronin

"The key is, you have to make people believe you believe. Like a sermon, you have to let it flow out. And then let it come back to you from the audience. When they feel it, you are there."

"You cannot NOT communicate." Whenever two or more people are together, whether speaking or not, they are communicating or relating via transmitting feelings by physiological expressions of joy, happiness, concern, displeasure, frustration, disappointment, worry, anger and many more feelings. Just watch a movie or a video or TV show without the sound and write down what you perceive the actor's feelings are and then view the show again and see how accurate you were.

Many training skills educators often refer to these as "SOFT SKILLS"!!! I strongly disagree. These are HARD SKILLS and learned skills. Relating with others is not a talent you were born with. It is a skill you can and must learn if you want to relate well with and to others.

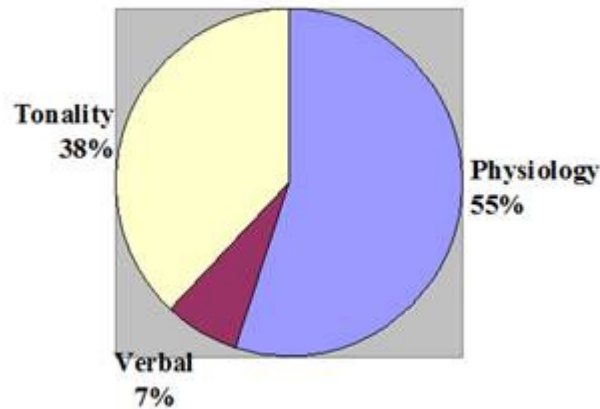
Since "communication" is the tool for establishing rapport, it is critical to understand the elements of communication. Just look at the COMMUNICATIONS WHEEL below and note the 3 ways in which we take in and process information:

- (1) **VERBAL 7%: While most people choose their words carefully in an attempt to get their message across, words only account for 7% of what someone says in a conversation, seminar, lecture, presentation etc.**

- (2) **TONALITY 38% : How we speak those words, or TONALITY – volume, tempo, rhythm and pitch account for 38% of communication. How we deliver the words often carry more meaning than the actual words. Remember mother's admonition and how you felt; "Don't speak to me in that tone of voice." Another area where tonality is important is Voice Mail. For example, I tell my clients Voice Mail can be a friend (or foe) and help build relationships by matching and mirroring the Voice Mail.**

- (3) **PHYSIOLOGY 55%: Commonly known as Body Language this comprises 55% of how we relate to one another (how we are feeling) and includes facial expressions, posture, stance, composure, movements and breathing patterns. When you are face to face with someone, over 50% of the 'message' you send to him/her is the result of non-verbal communication.**

COMMUNICATIONS PIE



93% of our communication is non-verbal

SUMMARY

I recently heard a sociologist predict that in the year 2012 85% of the US population will be computer literate...and only 15% will be people literate. Scary. You see it everywhere today with I Phones, Texting, PDAs, Laptop, Voicemail and social networking online. Aquathin is one of the few companies that I know today that excels at people skills...Aquathin has a human being answering the phone, takes messages - no voice mail allowed, and the Aquathin Team responds within 24 hours or sooner. And Aquathin teaches this to their Dealers.

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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& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit www.aquathin.com/estar2008.pps)



Alfred J. Lipshultz, President

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