

**Sent:** Monday, January 18, 2010 4:18 PM  
**Subject:** YOUR AQUATHIN PEARL OF WISDOM #34

Dear Aquathin Dealer OnLine;

[BIZ BANK SALES - LIFE PEARL OF WISDOM #34.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.**

**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:**

***hmmmmmmmmmm...only 5 minutes to ruin a reputation...what does that mean? You work hard to create...and harder to maintain a reputation. But a singular poor decision, when actioned, can throw all the years of effort into the toilet...and that includes both business and personal reputations. Over the past 30 years, I have made specifically several decisions that have undoubtedly pissed off a few Dealers. But it was for their best future, their reputation and ours...because they thought short cuts are cost cuts and couldn't see that their action results in harm to their Customers and to Aquathin. How many times have you heard me say, "Play To Stay". When you detail a Business Plan with a 3 year, 5 year, 10 year, 15, year and 20 year picture window...guess what, because you've looked at The Big Picture, you will do things differently to be in business for 20+ year goal...as opposed to only looking at next Tuesday, like most businesses do and why 85% of all new businesses fail in the first 5 years.***

*My friend, Joe Guthrie of Aquathin Ireland, points out, "this is a simple business...I didn't say it was easy". What that means is "the simple recipe" integrates a solid business plan, includes solid sales and marketing techniques, hire and surround yourselves with caring talent with a strong sense of immediacy who are also results oriented and Customer caring, a focused and aware administration, provide a product and service that keeps your Sales Reps' promises to the Customers, supplied from a branded company that provides strong support and who honours agreements. That's a simple recipe, but ain't easy to find.*

*Sooooooo, you think and double think about that 5 minutes...and when you do, you'll do things differently. And here's another reason why, as if you already don't know. All of us have moms and dads, brothers sisters aunts uncles cousins, married or seeing someone special, have children or will, have a friend or many friends, or are a friend, have pets, attend church or temple, works and collaborates with others in our offices, have bills to pay, own a car-a home-tv-furniture-appliances, loves someone and is loved by others, enjoys life. Look here...what is one thing we all have in common? There are a lot of great relationships going on here.*

*Aquathin Axiom: With greatness comes responsibility...AND PEACE OF MIND. We all have responsibilities to each of these great relationships...and to our things...and especially to ourselves. And anything less than doing our best, including not making the best decisions, is unacceptable because it results in loss of reputation...loss of relationships...loss of peace of mind. Enron, Arthur Anderson, Tiger Woods are prime examples.*

*Now not everyday is a good day...but indeed there are no bad days...just some days are better than others. My responsibility is to be the best , to enjoy every day, and at the end of the day (there is a good tired feeling vs. exhaustion), able to say my integrity and my reputation is in tact. And tomorrow I'll repeat it all again. Sure problems arise. But there are no excuses for self inflicted mistakes. Don't make self inflicted mistakes. Stay organized...focused...positive. A wise man once told me that 95% of everyone's problems are fixed by taking massive doses of money 3 times a day...and certainly that helps peace of mind.*

*But it's not just about money for sure. To do our best and take care of problems before they arise, requires proper tools and high sense of immediacy. Proper tools include our education, our spirit, our family, our purpose...enhancing the quality of life for those we serve. Aquathin is a big part of that purpose. How cool is it to say "my company is the best...there is no other." Reputation.*

*Sometimes, we get caught up in the minutia of today's tasks...and less aware that we all are part of a grand Aquathin Family of thousands of co-workers around the world enhancing the quality of life of*

millions of Customers and businesses. This is a great reputation and a great feeling of satisfaction and peace of mind. I visited Aquathin Portugal last week and was introduced to the young man managing the hotel desk when I checked in. His name is Igor Alfonso and he said, "very nice to meet you...I have your system and I love my Aquathin...my mom loves her's too!" I listened to key staff of Aquathin Portugal, Andreia, Ricardo, Susan remark how good life is and how much they love working at Aquathin Portugal. Life is good. Reputation.

That 5 minutes...doing things differently...peace of mind...reputation. One more point on this...when you make yourself happy and those who are near, guess what...those who are far away will come. Now you see how Aquathin became a global family. Aquathin is a very large machine that is perpetually fueled by reputation.

This month Aquathin is sending out a significant number of plaques honouring Dealers's 5, 10, 15, 20 and 25th Pure Excellence Anniversaries...That's Reptutation...AND NO ONE DOES IT BETTER!

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.

**FOR THE BEST TASTE IN LIFE &**

**30 Years Pure Excellence**

**...into another Quarter Century re-inventing the water industry !**

**Think Aquathin...AquathinK !**

**( visit the all new [www.aquathin.com](http://www.aquathin.com) )**

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**& 2008 PRESIDENT'S E STAR AWARD RECIPIENT ( visit [www.aquathin.com/estar2008.pps](http://www.aquathin.com/estar2008.pps) )**

*Alfie*

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.**