

Sent: Wednesday, October 07, 2009 5:26 PM
Subject: YOUR AQUATHIN PEARL OF WISDOM #28

Dear Aquathin Dealer OnLine;

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.

Here's your PEARL OF WISDOM #28: WORKING SMARTER TO MAKE LIFE A HECKOFALOT EASIER...that's what's in store over the next several weeks of Pearls of Wisdom !!!

An astute Aquathin Salesperson says, "Geeeee, my boss has a number of Sales People like me...and he keeps adding more. What would be really neat is if I could do the same thing for myself, but without the day to day business and administrative workload. Lets see...how could I do this and make my life easier?"

(A) Continue to day dream [well you certainly can do this and it certainly feels good, but it ain't goin' ta pay da bills !]

(B) Get me some "FINDERS" !

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***The answer is " B " ! OK, this is were an astute Salesperson can employ the science of "self-division" (kinda like cell-division but pays better) ...getting himself in multiple places at the same time. A FINDER is any person that meets many people on a regular basis...and more importantly, will provide you with leads on a regular basis. Who is a FINDER?...they are***

*plumbers, electricians, travel agents, well drillers, builders, contractors, insurance agents, lawn companies, lead/social clubs, neighborhood associations, telephone directory sales agents, cell phone salespersons...to name a few.*

*And here is how easy this works: I know Bob is a plumber and a darn good one. So I visit Bob and say, "Bob, you meet plenty people day to day and I'm certain some will ask you about water purification. Here's a dozen of my business cards and I would appreciate if you would recommend myself and Aquathin to your Customer and give them my card. Also, I meet some really great people and I'm often asked 'who's a good plumber?' How about giving me a dozen of your business cards [cause guess what reader...you fit the FINDER picture too]"*

*Be certain to be conscientious and give out YOUR FINDERS cards and be certain to call YOUR FINDERS and tell them to expect a call from your new Customer by name. They will begin to do the same for you. Meet up with YOUR FINDERS for lunch and stay in contact. I gave you a skinny 12 FINDER categories above. You can see that if you acquire just 2 plumbers, 2 electricians, 2 travel agents, 2 insurance agents, and a couple well drillers, who easily meet 50 to 100 people a week each...and if each FINDER gave you only 1 new warm lead a week, that's 40+ leads a month...not cold calls, but genuinely warm-pre-introduced-to-you leads...and all done in your spare time...added to the weekly leads given you by the boss ! OK, you see the science of self-division. Start it...do it...and you will be amazed at how rapidly it ramps up in productivity.*

**MANAGERS: THIS IS ONE OF THE ABSOLUTE MOST IMPORTANT POINTS TO MOTIVATE-MOTIVATE-MOTIVATE YOUR SALES TEAM....NO ONE DOES IT BETTER THAN YOU !**

**Demonstrate JUST HOW GOOD YOU ARE ! Hammer this home to your Customers...cause they can't get it from the other guy. If they go with the other guy, you've done a disservice to your Customer, to yourself and to**

**your family. Remember to show your stuff! No One Does It Better Than You !**

**Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force !**

**AQUATHIN IS 30 ! THE CELEBRATION OF OUR PEARL ANNIVERSARY BEGINS NOW !**

**I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!**

**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) )**

**\*\* AN ISO9001:2000 QMS REGISTERED / CERTIFIED COMPANY - (IMS 0192) \*\***

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



Alfred J. Lipshultz  
President & CEO

**P.S. "Splash NewsBulletins", "Forum Q & A" , 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.**