

**Sent:** Thursday, February 05, 2009 3:37 PM  
**Subject:** AQUATHIN PEARL OF WISDOM #5

**Dear Aquathin Dealer OnLine;**

[The-Pearl-final-web.jpg](#)

## **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 #5:**

**What are some of the very groovy (hey I recently found one of my old tie dye t-shirts from my college days! ) facts your Team is going to tell their Customers about how YOUR COMPANY IS CELEBRATING ITS 30TH ANNIVERSARY ?**

**(a) We are celebrating 30 Years Pure Excellence. No other company has achieved so many accomplishments, achievements, honours and awards...and we make the best products too ! Just look at all these letters, awards and tests in my Presentation Catalogue. Did you see Jennifer on the Aquathin Website !?**

**(b) Your new PEARL (enjoy the new photo for Website and catalogue sheet attached) is "Our 30th Anniversary Edition". Along with the Patented RODI Process, you receive the new black satin frame with The Official Pearl Anniversary Commemorative Label...by the way, did you know the symbol for 30th Anniversary is The Pearl..., and you receive the special 30th Anniversary Commemorative Stainless Steel Travel Mug also displaying our ISO9001:2000 Certification.**

*(c) And check out my new Sterling Silver Anniversary Pen I am writing your order with...it shows Aquathin all over the world...and did you notice my official Anniversary attaché, jacket and shirt !!!???*

*(d) Oh, you are noticing my E and E Star pins. I am awarded these prestigious symbols of excellence because of achieving our goals for enhancing the quality of life for many Customers and excellence in Customer Service.*

*(e) All of the above*

*The answer is "E"! Everyone loves Winners & Achievers and everyone loves to associate with Winners & Achievers. You are a model of success that breaths confidence into your Customer. Hammer this home to them. They have 2 choices: they can believe your facts and history...or they can buy the other guy's lies and inferior products. 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) )**

*Alfie*

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.**