

Sent: Wednesday, May 05, 2010 4:30 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #45 -- EXTRA-ORDINARY TREATMENT / IRATE IRON

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.

Often Customers will come to you with water problems that are not found in municipal water supplies. These are problems specifically associated with well water. Many competitors "choose" not to deal with these problems because they fear what they refer to as "tough waters"...but you know what...it's the same kinda water the city has to treat, so it can't be all that difficult, right!?

The next several PEARLS OF WISDOM deal with these issues...why? ...because they present lucrative opportunities...creates satisfied Customers...it's easy...aaaaand NO ONE DOES IT BETTER THAN YOU ! GOTTALUVIT !

Little doses of Aquathin U. taken once per week, keeps a Dealer & Team Healthy, Wealthy & Wise.

Here's your PEARL OF WISDOM #45 -- IRATE

IRON !

A Customer in a white shirt with brownish orange spots says, "my water causes awful rust stains in the sink, dishwasher, bathtub, shower and toilet...my wife can't get this orange brownish color out of our white clothes no matter how much bleach she uses...and there's this mungy slimy junk inside the toilet tank." What do you do?

(A) Ask the Customer for an appointment to visit his home for a free water analysis.

(B) Ask the Customer to bring in a water sample to perform the Friendly Six...and maybe an additional test or two .

(C) Calmly and confidently say, "we see this occasionally in our area and can easily treat it for you...lets do some tests and look at our options."

(D) All of the above !

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***The answer is "\_\_\_" ! Here's how to Drive home your Aquathin Solution to their IRON POLLUTION.***

***The Aquathin Water Bible says rusty, brownish color is IRON...and its easy to test for with your handy dandy "4 in 1" test kit used in "The Friendly Six". Iron is a schizophrenic paranoid pain-in-the-\_\_\_, and it will be the hardest junk to deal with in your career. The main reason it's so difficult is that iron comes in 3 forms; Ferrous, also known as clearwater iron because the water looks clear but forms a color after sitting in the open air for a while (hint: the iron is oxidizing). Ferric...this is precipitated iron. I remember this one because the "ic" in ferric sounds icky! Heme iron is the third type. I like to say 'heme' is half of the word...the other half is 'roid' !! Heme iron is also known as organic iron or iron bacteria...and the reason it's such a pain to deal with is because it makes a living from eating iron.***

***OK, so we know our Customer has iron. Lets deliver some options !***

**1. The Aquathin Soft & Clean Water Conditioner Model ASC40K/F and larger, will remove up to 5 ppm of iron in the ferrous and ferric forms. Ah, now you're providing the benefit of both softening and iron removal wrapped into one unit. But if the iron is higher in concentration above 5 ppm...**

**2. The Aquathin Rust Sentry RSPP Greensand System will remove up to 16 ppm iron in the ferrous and ferric forms, manganese and that nasty rotten egg odor of hydrogen sulfide (H<sub>2</sub>S). Mechanically works just like a water softener but regenerates with potassium permanganate instead of salt. Now here's where the other guys fall down...the pH must be above 6.2, cause if it's not, you'll get iron bleed through. So use the Aquathin ACF Calcite Filter or RS35pH we discussed in Your Pearl of Wisdom #44 to raise the pH.**

**3. The Aquathin Rust Sentry RSPX Pyrolox System will remove up to 10 ppm iron in the ferrous and ferric forms, manganese and H<sub>2</sub>S...and simply backwashes daily (similar to MegaChar). The same pH rule applies.**

**4. The Aquathin Rust Sentry RSPR Birm System will remove up to 10 ppm iron in the ferrous and ferric forms, manganese but it hates H<sub>2</sub>S ! This model simply backwashes daily (similar to MegaChar) and the same pH rule applies.**

**AS YOU NOTED neither the Soft & Clean, RSPP, RSPX nor RSPR will deal with iron bacteria! That's where SUPERCHLORINATION that we just discussed in Your Pearl of Wisdom #42 fits the bill, because it will precipitate all forms of inorganic iron and kill bacterial iron...along with other "bugs" and odors of course. Incidentally, this is why your Customer's wife cannot understand why her bleach won't work. You see, the bleach is working ! She's superchlorinating and precipitating the iron out in the washing machine !**

**Its just that simple...and the installation is just as easy as installing a water softener. aaaaAND here's another good point ! you've performed the "Friendly Six" so there's another opportunity to include a Soft & Clean as an option along with an Aqualite for cooking and drinking, as detailed in this Quote Bank. SUPER CONGRATS TO ALL DEALERS USING THE EXCLUSIVE QUOTE BANK FORM & QUOTE BANK...YOU'RE CLOSING DEALS & CREATING CUSTOMERS !!! By professionally satisfying the original needs...the ones the other guys run from...you got the deal and quite often you get the options tooooooooo.**

**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) )**

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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 & 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.***