

Sent: Monday, May 17, 2010 2:56 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #47 -- EATING THE COMPETITION / IT'S NEVER ABOUT THE MONEY

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.

NO ONE DOES IT BETTER THAN YOU ! ...and the next several weeks will be devoted to picking apart the so called would be competition. GOTTALUVIT !

Here's your PEARL OF WISDOM #47 -- EATING THE COMPETITION -- OK, TIME FOR "IT'S NOT ABOUT THE MONEY"

You know, I truly enjoy teaching the "road show" version of Aquathin University to hundreds of Aquathin Salespersons, Technicians and Managers every year, and awarding distinguished achievement E and E Star honors to the elite stars. I am continuously amazed at the variety of pathways to success that domestic and international Authorized Aquathin Dealers achieve based upon a most important axiom...that money is not the key driver of their business plan. IT'S NEVER ABOUT THE MONEY.

IT IS ABOUT THE POWER OF THE SIGNIFICANCE OF WHO WE ARE AS A HIGHLY SKILLED PROFESSIONAL TEAM...WHAT WE DO IN ENHANCING THE QUALITY OF LIFE BY PROVIDING THE VERY BEST WATER TREATMENT SYSTEMS AVAILABLE...THE EXCELLENCE OF HOW WE DO IT

WITH DETAILED REGIMEN AND KEEN BUSINESS PRACTICES...AND THE POWER THAT COMES FROM THE CONSTANT STRIVING TO BE BETTER AT OUR CRAFT. IT IS WHEN WE UNDERSTAND THIS DEEP INTO OUR DNA AND IT IS DELIVERED IN SINCERITY WITHIN OUR PRESENTATION, THAT YOU CREATE SATISFIED CUSTOMERS AND ONLY THEN, WILL THE MONEY CONTINUOUSLY FOLLOW.

Others sell products...don't care if it works or not...just want to sell a million of them. Well, those short lived companies have proven they don't know how to 'play to stay'. Confucius said " although gold dust is a precious metal, when it gets in your eyes, it obstructs your vision." This philosophy affects every company (or person for that matter)...and no company is too big to fail. You think about the companies who placed perverse priorities on money such as Enron, Adelphia, Parmalat, WorldCom and thousands of other large and small businesses that are no longer around...then think about the brands who understood the practice of being better, and bigger will come. AquathinkK.

Mitch taught me early on, you can't take percentages to the bank and you can't take money to the bank if you don't get the deal. Never make a sales presentation about the money...keep it off your mind ! ...be sincere in your desire to create a satisfied Customer, and make them a friend for life. That's the return on investment we all want.

Oh, and 1 more very very important point. When you drive down the street in a new car...purchase a new house...take your family on a super vacation, each and every one of your satisfied Customers will be as proud of you as I am...because we know you worked hard to learn your craft and earn the fruits of your labour.

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.

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& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit 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.