

Sent: Friday, September 11, 2009 12:11 PM
Subject: YOUR AQUATHIN PEARL OF WISDOM #25

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 #25: The next several week's Pearls of Wisdom are CLOSING TOOLS AND ANSWERING OBJECTIONS ONLY AQUATHIN TEAM MATES CAN DELIVER ! IT IS IMPORTANT TO UNDERSTAND THAT AQUATHIN NEVER, EVER USES "HARDCORE" SALES TACTICS...OURS ARE INSTRUMENTS THAT APPEAL TO THE CUSTOMER'S COMMON SENSE ...AND AT THE SAME TIME DEMONSTRATE OUR SINCERITY THAT WE ARE THE BEST...AND THAT ANY OTHER CHOICE ON THEIR PART...IS NOT.

Wheuweeee, my brains are saying I am just about to finish making one of my best presentations...with plenty of interaction and Customer interest...these are really great people...I'm having a great time...they haven't said no...but they haven't said yes ! Hmmmmm, I must not have uncovered some hidden objection or some hidden hurdle...or maybe it was that question the husband asked me about installation costs...and I don't have the authority to toss it in. What else can I do?

(A) Take a Time Out.

(B) Call my fairy godmother !

(C) Call my LIFELINE !!!!!!!!!!!!!!!!

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**The answer is " C " ! Well there are some times when a Customer just cannot commit and it's always because one of two issues...either they are shy about discussing a point such as personal finances...or they want something that the Salesperson does not have the authority to provide. Time to call YOUR LIFELINE ! Your LIFELINE is your Manager who can help in your Customer's "Positive Decision Making Process" . Here's how it goes.....**

**The Salesperson asks the Customer's permission to call his office and advise he is running a little late for his next appointment. The Salesperson says to his LIFELINE, "Hi (manager's name), this is (your name)...and I'm here at (Customer's name)'s home. We are having a terrific time discussing their water concerns and our excellent services...but I am running a bit late for my next appointment...would you be kind enough to call ahead and explain I am with these nice people and they are very interested in our superior services." [ this statement is a signal telling your LIFELINE he needs to speak with the Customer to try to unearth the hidden issues & advise his authority to meet their needs...also, note the use of the word 'services'...it diffuses and relaxes as opposed to 'purchase / invest / buy' ] The Salesperson continues by saying to the Customers, "my Manager would like to visit with you for a moment. This is my friend (manager's first name)", and hands them the telephone.**

**LIFELINE Manager says, "Hi Mr. (Customer's name). I understand that (your name), one of our best Senior Account Executives, is visiting with you this evening and " I " thank you for inviting us into your home. Did you find his presentation and services helpful?" [ they always say yes because they are not about to embarrass you to your Manager and friend...besides you did a super job ] "Did you gain the information you needed from (your name)'s professional presentation?" [ well of course they did and give the same response for the same reason because you are still sitting there ] "Is there something " I " can do for you at this time to include you along with our**

**many satisfied Clients?" [ this is powerful because the words 'include', 'along with', 'our many satisfied' are 'relating' words causing the warm feeling of belonging to a smart group. The " I " is perceived as Priest, Principle, President...all-knowing and all-powerful. You would be surprised at just how easy the Customer gives up this hidden information to Your LIFELINE and often just how little is wanted...such as your Customer asking " if we can make payment over 3 months we can purchase both the Aqualite and Soft & Clean" or "can you install it in the basement at no extra cost?"..."of course " I " would !"]**

**The LIFELINE is not a high pressure tactic. The LIFELINE is a forensic scientist with a pen...capable of discovering opportunities and the power to sign off and provide, making everyone happy.**

**YOUR LIFELINE is a powerful tool. DON'T LEAVE HOME WITHOUT IT !!!!!**

**MANAGERS: THIS IS ONE OF THE ABSOLUTE MOST IMPORTANT POINTS TO MOTIVATE AND HELP YOUR SALES TEAM CREATE MORE CUSTOMERS (AND EARN MORE TOO!).**

**Demonstrate JUST HOW GOOD YOU ARE ! NO ONE DOES IT BETTER THAN YOU ! 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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*Alfie*

Alfred J. Lipshultz

President & CEO

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