

Sent: Saturday, February 27, 2010 4:02 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #40 -- EATING THE COMPETITION / ME & MY STORY

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 #40 -- EATING THE COMPETITION -- ME & MY STORY

The previous 5 Pearls of Wisdom concerned a concise understanding of your magnificent products and their superiority over the inferior competition. But the reality of creating a Satisfied Customer is that Aquathin is only as good as the people who represent it and carry forth our reputation as their own. What are the 9 inch nails you eloquently place into the inferior competition's coffin to help your Customer make the best choice?

(A) "Mr. Smith, I've just detailed the features and benefits of our products vs. the other companies...but let me show you the final reasons you want to make Aquathin your choice..."

1. ***"Aquathin is not in the RO business, filter and softening business. We are in the solution business...and we have over 70 varieties of patented and trademarked products to meet any of those needs. Other companies will push hard to 'sell you' what they have...often, not what you need."***

2. ***"It does occur after a purchase, Mr. Smith, a Customer asks their Sales Rep, 'I thought you said your product had the best warranty, best price, and made the best water...but my neighbor just got a better product...what are you going to do about this?' We don't get those questions, Mr. Smith...the other guys do!"***

3. ***"Mr. Smith, we receive constant education from Aquathin University to keep us abreast of industry news and technology updates. This results in our highly educational and common sensed presentation directed at your needs and concerns, unlike several of our competitors who use condescending scare tactics. At Aquathin University we watch a film entitled "D.C. Is Not Me" showing a newscast of hidden cameras in Washington D.C. recording some of the most preposterous claims by those companies. You see Aquathin loves being in the news...but for all the right reasons."***

4. ***"And speaking of being in the news...no other company has so many accomplishments, achievements, awards, honors, published letters of satisfaction as Aquathin, that we're proud to show you here in our presentation book, and on our website...because our reputation is 'proofed' by the products that live up to our published claims, outperforming the competition. 30 Years Pure Excellence, Mr. Smith...shop that!"***

5. ***"Mr. Smith, Aquathin is an international company with Authorized Aquathin Dealers all over the world. That may not be as significant to you as these other reasons...but it should....because it means the Aquathin Brand is proven and accepted as the best in the world...it means Aquathin has the pulse of the Consumer and industry."***

6. ***"Mr. Smith, beyond all the goodies that Aquathin has...there is one final and very major component we have that no other company has...'ME'. { look the Customer directly in the eye and say the following slowly with intensity } You see not every company gets to be an Authorized Aquathin Dealer and not every sales person gets to be an Aquathin Team Member. I have earned and received BOTH President's Excellence Award AND E Star Lapel Pins you see here because of my studies, my sincerity and integrity to be the best for my Customers. I love my job and I love my Aquathin!"***

{ this #6 is not hype or fluff...be proud & walk tall. you know you are the best water treatment professional out there...especially when you hear the other guys. if you don't drill this into your brains, to believe in yourself, into your family who believes in you, into your Customer who wants reasons to believe in you...then you are depriving yourself, your family the extra 20% that you could have delivered...and you are going to allow 20% of your potential Customers to buy someone else's inferior product. i travel the world visiting Aquathin Dealers...and i love to see their Team feel the well rewarding significance from enhancing their own lives by enhancing the quality of life of their Customers. }

7. ***You've just blown the Customer away with not only what you know about your own products, but the extent of what you know about others, your tremendous company's story and YOU !! The Customer is thinking, 'why on Earth would I buy from anyone but YOU !?'***

8. ***Then from an Authorized Dealer perspective, Aquathin creates tremendous flexibility and diversity. For example, some Dealers utilize most of the full spectrum of our products because theirs is a deep and diverse market. And some Dealers have chosen a path of focusing on 3-5 of our products using a 'rifled' approach for ease of educating their Sales Team and Consumers. We have seen both markets change evolving from full spectrum towards rifled, and rifled towards full spectrum...and several somewhere in between. Flexibility and diversity are genuine benefits over single lined competitors.***

9. **And again from an Authorized Dealer perspective, Aquathin creates tremendous accessibility. You want prompt actioning of your inquiries which includes Technical Assistance, Sales and Marketing Assistance, Customized Installations...even consideration to create, build and bring to market new products. A new Dealer told me that the reason he is leaving his supplier is that they never are prompt returning his calls and emails, refuse to listen to his needs, only want to deal with easy water, no difficult waters, and take weeks to receive an order and often it's wrong. Supplier fired...HELLO AQUATHIN !**

(B) I like (A)

(C) I really really like (A)

(D) All of the above

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**The answer is "\_\_\_" !**

**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) )**

*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.**