

Sent: Friday, October 02, 2009 2:50 PM
Subject: YOUR AQUATHIN PEARL OF WISDOM #27

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 #27: 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.

Your Customer asks you to show them key features and benefits that makes your purification system superior. On the back side of the Aquathin catalogue sheets for Kitchentop, Pearl30, Aqualite, Platinum90, and AquaKing, you show them SIX boxes surrounding the system pic and each box begins with EVERY AQUATHIN DEALER'S FAVOURITE 2 WORDS. What are the two words and why are they important ???

- (1) ONLY AQUATHIN...***
- (2) ONLY AQUATHIN...***
- (3) ONLY AQUATHIN...***

- (4) ONLY AQUATHIN...
- (5) ONLY AQUATHIN...
- (6) ONLY AQUATHIN...
- (7) all of the above !!!!!

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The answer is "7"! Yesssssss, all of the above !!!!! EVERY AQUATHIN DEALER'S FAVOURITE 2 WORDS in your catalogue sheets are "ONLY AQUATHIN" because it is the easiest and quickest way to show your Customer these greaties incorporated into your design that enhances efficiency and that are "patented", "proprietary", and "exclusive" to You and for Them.

And as if that isn't HUGE enough...here is another GARGANTUAN reason these two little words are BIGGIES for You and for Them. In the event...and I know its rare !...that you do not complete the sale that night...when your Customer shows that Aquathin brochure to a some other company, the Customer will ask the other guy, while pointing to each of those boxes, "can you do this...do you do this...and why can't you do this ???" And of course the other guy is immediately red faced because he can't...cause ONLY YOU CAN...AND NO ONE DOES IT BETTER THAN YOU! Those two little BIGGIE words destroys the competition. MEMORIZE THESE BULLETS IN YOUR BANDOLEER and how they apply to each and every feature and benefit.

**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.**

**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) )**



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.**