

Sent: Thursday, February 04, 2010 12:50 PM

Subject: YOUR AQUATHIN PEARL OF WISDOM #36 -- EATING THE COMPETITION / POE SOFTENING

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 #36 -- EATING THE COMPETITION -- POINT OF ENTRY SOFTENING

During your "getting to know you / warm up" initial portion of your presentation { remember, that's the critical part where the Customer feels your sincerity and feels you will do a good job taking care of them }, your Customer advises that "we know the water is hard...our neighbor purchased a product from [Rainsoft, Kinetico, Hague, Eco, GE, Culligan which is made in Taiwan, Ionics, Water Resources International, or some junk science no salt system]...and our neighbor is not completely satisfied I think". What do you do?

(A) Calmly, confidently state, "lets do some water tests, then allow me to tell you in detail WHY you do not want their type of system in your home."

1. Let's start from the top...the control valve. Our control valve is a "workhorse" capable of outdoor installations (where it does not freeze) and is not affected by humidity unlike other companies' electronic digital control valves which are tremendously affected by moisture. Often those companies' control valves are timed setup vs. our metered. Timered valves regenerate whether or not water is consumed. Normally, those companies set the units to consume 15 lbs. of salt per cubic foot and set regeneration every day or every other day. Regeneration at 15 lbs. of salt at 15 times per month = 225 lbs. of salt per month. They want to sell you salt...and a lot of it ! Your system is called Aquathin "Sodialite Soft & Clean" for a very good reason....sodialite = less salt. In fact, Aquathin Water Conditioners received the Water Quality Association Gold Seal Certification for Efficiency. Salt usage is as follows:

ASC25K/F = 6 lbs.

ASC40K/F = 9 lbs.

ASC45K/F = 12 lbs. at 1.5 cuft.

ASC60K/F = 15 lbs. at 2.0 cuft.

Now consider our Aquathin ASC40K/F. You have 4 people in your family. Aquathin University Rule is 1 person = 100gpd usage. Your water test shows 20 grains per gallon...and that's well beyond the "red zone" in the Rainbow Test Sheet. The 40K will regenerate every 2000 gallons (40,000 grains capacity of system divided by 20 gr/g). Now at 400 gpd, regeneration will be every 5 days (2000 / 400) or 6 times per month = 54 lbs. of salt per month (6 x 9 lbs.)... IF all you did was stay home and use that kind of water volume!! 54 lbs. vs. 225 lbs. is a huge cost savings! Also, your metered valve includes an optional 10,000 gallon extended range for even greater efficient use of the most water before regeneration.

Kinetico's control valve is metered and non electric, and contains many internal gears and moving parts. An issue with this valve is under high peak flow rates, the gears can break and servicing is difficult.

AND your Aquathin control valve / system comes with 1" bypass valve...full 1" internal throat and distributor tube with wide top & bottom baskets for full flow features. Most others do not. Their's is usually 1/2" or 3/4" and restrictive of flow and pressure.

2. Those companies often use an inferior quality resin that breaks down in chlorinated water conditions. Your Aquathin Soft & Clean integrates a very chlorine chloramine tolerant resin. This industrial cation resin is also high capacity (43,500 grains per cuft vs. 30,000 standard). Yet Aquathin does all the calculations using the 30,000 grain industry standard and therefore builds in another safety factor to prevent running out of soft water. Your Soft & Clean resin also removes up to 5 ppm Fe.

Also, Aquathin provides you with optional resins that can be inexpensively added to your Soft & Clean to remove fluoride or tannins if present.

3. A few of those companies add in what's called "silver impregnated carbon" or "KDF" (looks like brass shavings which eventually totally dissolves away...by the way, who drank that copper and zinc alloy?) both of which are a bacteriostat (means doesn't kill bacteria...just won't grow any more than already there). The best way to describe what the silver and KDF does is that it prevents bacteria from multiplying in the media bed. So if the city happens to send you 50 "bugs", you don't get 51 out...just 50. But what you do get out is elevated amounts of silver or zinc and copper...all three are heavy metals. And the name of the game in water treatment is "take it out, don't put it in !" As well, our professional association, The National Water Quality Association (WQA) did a study on silver impregnated carbon and bacteriostatic claims. The WQA found that granular activated carbon will not permit bacteria to grow if properly maintained. The violent and turbulent backwashing features of your Soft & Clean dispel colloidal nutrients (as well as bacteria) that bacteria could feed upon and cleanses the bed to prohibit growth. But in a minute, I am going to tell you about a super and unique

feature with your Soft & Clean for total home antimicrobial protection, that will knock your socks off and only Aquathin produces this.

4. Those companies use 'hard sell' tactics and charge a heckofalot more money for an inefficient product...literally upwards of \$6000 to \$8000. Quite often you can own a Soft & Clean AND MegaChar AND Aqualite for less than they are selling just a softener.

5. Your Soft & Clean system includes this decorative chrome resin tank jacket. Normally theirs does not. There are two purposes for the jacket. (A) Colder water causes the resin tank to sweat with condensation and therefore forms continuous puddles of water on the floor. The inner liner of your jacket provides a dead air space to warm the tank and prevent sweating. (B) Superior aesthetics. Our models are built to be efficient and just plain nice to look at.

6. The Aquathin Sodialite Soft & Clean includes the patented Aquathin Clip Cabinet Brine Tank integrated with AquaShield vs. ordinary garbage can style brine tanks. The garbage can style salt brine tanks are notorious for bacterial slime formation in them...this is called halophylic bacteria, meaning loves salt. That cruddy, mungy, brownish, fuzzy junk gets sucked into the resin tank during regeneration, breeds in the resin pores and grows downstream. AquaShield antimicrobial, integrated during the molding process, keeps the Clip Cabinet's water and salt clean and pristine and odor free. The Clip Cabinet is produced using the rotomold process = thicker walled and no seams. Your Clip Cabinet contains a built in sediment trapper to help prevent dirt from contaminated salt being sucked into the control valve's screen and injectors. Your Clip Cabinet is environmentally friendly in that it contains recycled virgin polyethylene and UV inhibitor. Their garbage can style or tank-in-cabinet model is thin walled blow molded with a seam and known for cracking. Your Soft & Clean system includes a black brine draw tube with UV protection. Theirs does not and will crack causing leaks and service calls. There are no options to buy with an Aquathin Water Conditioner. Your Soft & Clean system includes a

backup Safety Float to protect against overflow when making brine...and comes with a protective brine well to keep the Safety Float from coming in contact with salt that could potentially prevent the float's operation. Your system also includes a "J Tube Air Check" to prevent the control valve from potentially sucking all the water and pulling in air that could create water hammers in the plumbing.

7. Ask those companies to provide you with a dozen names of satisfied Customers owning their system more than 5 years.

8. Aquathin provides you with the Exclusive Aquathin Extended Lifetime Warranty FREE, normally a \$249 charge, just because you are purchasing both an Aqualite and the Sodialite Soft & Clean. Oh, you say you would like to include the MegaChar in the Warranty...of course !

9. AND AS A VERY SPECIAL PROMOTION...remember I told you I was going to detail "total home antimicrobial protection"...as an Authorized Aquathin Dealer, my company is providing FREE OF CHARGE, the unique and patented AquaShield Filter and housing, a \$150 retail value, with every Soft & Clean system. Let me show you some of the outstanding in-field test results and the list of microbes effectively treated by AquaShield. [note: this incentive is a another superior closing tool expertly utilized by Aquathin Dealers to assist your Customer's positive decision making process.]

10. No salt softeners claiming to form non sticking crystals is pure junk science. Test hardness in vs. hardness out and there is no change! They would never install this on an expensive commercial boiler...but they prey on people with little science knowledge. Let's visit the Aquathin Website's Water Myths page for more about this bunk. And here's an Aquathin Dealer NewsBulletin called Forum Q&A that we receive to keep us up on industry news and technology updates...this Q&A slams the no salt sham.

11. In short, a Metered unit with Bypass, High Capacity Resin, Chrome Jacket & Cap, AquaShield Protected Clip Cabinet, Safety Float Assembly...makes for a most formidable installation, much more efficient,

contains any and all options, sold - installed - serviced by a Professional Authorized Aquathin Dealer....and worth every penny towards cleaner softer clothes, clean spot free dishes, glasses, shower stalls and bathtubs, and saves plenty of money on detergents, which you noticed on the Aquathin website's Best Five Minutes You'll Spend Today video !

12. 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. The Customer is thinking, "why on Earth would I buy from anyone else !?"

(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) )**

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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

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