

Sent: Monday, October 19, 2009 11:16 AM
Subject: YOUR AQUATHIN PEARL OF WISDOM #29

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 #29: WORKING SMARTER TO MAKE LIFE A HECKOFALOT EASIER...that's what's in store over the next several weeks of Pearls of Wisdom !!!

A long faced Salesperson says, "I haven't made a new Customer in days." What is his problem?

- (A) Tough economy.***
- (B) Car is in the shop.***
- (C) Bluefish are running.***
- (D) Holiday Season. People aren't interested.***
- (E) Has not seen any people, and therefore no presentations.***

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***The answer is "D"! Mediocre salespeople have "excuses" like "A, B, C and D"...but in fact, they simply are not "pressing the flesh"...that means meeting, greeting, smiling, and shaking hands. When I go to Aquathin de Puerto Rico General Meeting for all the Sales Team, you hear my friend Saul Flecha yell out "ve mas gente" which means "see more people" { when I attended my first meeting there, one of the Team assisted as Spanish to***

**English translator for me so I could keep up as my Spanish is on the slow side...I asked him 'who is Seymour People?'...I told you I was slow }.**

**But Saul is correct. See more people ! Your Sales Team's success is directly proportional to the number of faces they can talk with...and a lot of that responsibility is theirs in addition to receiving leads. The actioning of meeting more people is called Networking. Its not complicated. Its simply people meeting people and profiting from the connections. We all belong to Networking groups i.e. church, synagogue, bowling teams, maj jong, poker, bridge, bike clubs, gym, garden club. Other organizations that are an **ABSOLUTE MUST TO JOIN** are Rotary, Lions, Kiwanis, Optimists....and all these groups are made up of the quality of people you want to call upon. So talk it up with your friends and acquaintances and **NETWORK !****

**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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Alfred J. Lipshultz  
President & CEO

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