
Sent: Monday, December 07, 2009 10:53 AM
Subject: YOUR AQUATHIN PEARL OF WISDOM #32

Dear Aquathin Dealer OnLine;

[NEIGHBORHOOD WW.pdf](#)

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

Our Salesperson has 2 hours before his first appointment this evening. How will he spend his time?

- (A) Afternoon matinee at the Bijou.**
- (B) Trying to cash in on a hot tip at the track.**
- (C) CANVASSING !**

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**The answer is "C" ! Once again...and for the necessity of repetition...there are many things in life that one can lose and replace...BUT TIME IS NOT ONE OF THEM !!! YOU GET 24 PRECIOUS HOURS IN THE DAY...AND WHEN YOU LOSE ONE HOUR OR ONE DAY, YOU CANNOT GET IT BACK. Enjoy the following 3 discussions on Canvassing...ESPECIALLY #3 !!!**

**CANVASSING, JUST LIKE PRO CALLING AND TELEMARKETING, IS SUCCESSFUL BECAUSE 50% OF THE POPULATION WILL NOT RESPOND TO PASSIVE ADVERTISING.**

1. **CANVASSING** comes in a variety of forms, and the most well known is "door knocking" = **RESIDENTIAL & BUSINESS** doors . I know of a number of Aquathin Dealers who practice door knocking...it is effective. Years ago I had a misconception that, it indeed, takes a special Salesperson with a strong constitution to be able to do this. But I learned from a highly successful "door knocker", that most people fear door knocking because they try to sell the product (often resulting in door closing) vs. selling the appointment. Here is a great way to start off..."Good afternoon, my name is \_\_\_\_\_ and I am not here to sell you anything. The reason I am in your neighborhood today is due to the public's concern for water quality in (your area). My company, Aquathin of \_\_\_\_\_, has many satisfied Customers over the past 30 Years Pure Excellence, and has authorized me to test your water for you **AT NO CHARGE**, and show you how it can be made cleaner, healthier....better. I will be in your neighborhood for 2 days...which would be best for your...morning or afternoon?"

2. **PPC = PINPOINT CANVASSING**...but at Aquathin University., we call it "**10 UP-10 DOWN-10 ACROSS**". This type of **CANVASSING** is easily performed also by your Technicians after every installation. Using the Aquathin Neighborhood Water Watch Form (sample attached herewith...you can formulate your own), jot down the address of the Aquathin just installed, and place this form in the door of 10 houses to the left, 10 houses to the right and 10 houses across the street. You will get calls for this short but highly productive 15 minute effort !

3. **AND NEW...MALL STANDS**. In the past 2 years, I've had the opportunity to observe Aquathin Portugal / Iberica's innovative Mall Stands (small 1 meter x 2 meter table, banner, 2 part-time ladies working aisles). My friend, Pedro Rodrigues focuses on introducing his company and services to mall shoppers...recording the names of interested persons advising they will be contacted for an appointment. This is especially effective in this economy, because Aquathin Portugal's Team is focusing on the 50% who will pay cash

**vs. the 50% who want to utilize financing but sometimes unable to be approved...and results in acquiring 200 to 600 names per day (Aquathin Portugal operates 2-3 malls per week for 1 week only, then rotates to another mall location). Pedro's mall campaigns are successful because he is targeting people with jobs, who have dispensable income, and are in a general good mood...by virtue of the fact they are in that mall shopping. These folk are either unaffected or less affected by the economy. Aquathin Portugal has integrated a more efficient seining / panning of golden prospects in this economy. Add in product diversity and Aquathin Portugal has substantially diluted the potential for no sale.**

**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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*Alfie*

Alfred J. Lipshultz

President & CEO

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