

Sent: Thursday, August 13, 2009 4:29 PM
Subject: YOUR AQUATHIN PEARL OF WISDOM #21

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 #21: 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.

In your Pearl of Wisdom #19, I tipped you on "tickling the Customer". OK, you've just made the very best presentation, left no stone unturned, pulled out every bullet in your bandoleer...aaaaaaaaand still, the Customer says, "please, we need a little more time to make our decision". What is your last action?

(A) Walk out feeling dejected and depressed. [well this is the action of mediocre sales persons who do not listen... and subsequently, throw the lead away and report to their Managers stuff like "it was a bad lead" or "no one was home". These chaps have short careers, because this mediocre

sales person equated "need more time" with no purchase. NOTE: The Customer did not say "NO"]

(B) "Tickle" the Customer.

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**The answer is "B"! When you've made your best presentation, offered all the greaties, and the Customer still will not commit, it is time to respect their time afforded to you and leave without wearing out your welcome. That too is much appreciated by the Customer...and its all in how you do it !! Now here's where many Sales People fall down...they don't follow-up with the Customer several days later. And here's where the Sales Managers fall down...they don't follow-up with their Salesperson to make sure the Salesperson is following up with the Customer. Following up several days later demonstrates sincerity....and if need be, following up with a Customer several months later i.e. when a house is ready to move in, or funds are in better shape, shows intensely genuine sincerity in the Customer. It's the WOW Factor.**

**Once you leave the Customer's home with plans to follow up...and their brains are swimming with your truths as well as fighting over the other guy's lies...the one common denominator everyone will magnate to in order to feel comfortable about their forthcoming decision is 'who has been around the longest + credentials'. This is why I push Dealers to incorporate "30 Years Pure Excellence, ISO 9001:2000, 9001:2008, WQA Gold Seal " into their literature and correspondence closings. These few words resonate volumes of esteem and reputation...and puts the other guy in shame-ville!**

**Unclosed Prospects are not dead leads...they are only friends waiting for "their" right time to purchase. Stay with them...help them remember You. [ need a tip on how to make tickling easy ? go to the office supply store and get 3" x 5" dividers tagged January through December. Place a dozen 3" x 5" index cards between the month dividers and put all this neatly into a shoe box...it kind of becomes an open file box...and keep it in your car.**

**Immediately after the presentation for any Client that needs to be tickled...ESPECIALLY the ones that say "I'll take the Aquathin Aqualite tonight and the Aquathin MegaChar in 3 months", write all the information you learned about the Client, i.e. likes, dislikes, children names--including address and phone...and place into the appropriate forthcoming appointed month or week in the shoebox. Now you have at hand, an immediate reference for who you visited, what you discussed, and WHEN TO RE-CONTACT ]**

**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.**

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*Alfie*

Alfred J. Lipshultz  
President & CEO

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