

Sent: Thursday, March 05, 2009 5:57 PM
Subject: AQUATHIN PEARL OF WISDOM #8

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 #8: Comes from Aquathin University...its about VALUE VS. PRICE.

Does a Customer buy on.....;

- (a) PRICE*
- (b) VALUE*
- (c) BOTH*

Answer is B, VALUE...WHEN IT COMES TO "HEALTH" ! Think about the following and use this in your presentations !

1. "Mr. & Mrs. Smith, you are intelligent people...and you will look at several water purification systems in order to make a smart investment for your family. Would you purchase a product that allows your family to continue to consume contaminates and be exposed to toxic substances...or invest in a system that removes contaminates to the very best possible capacity? Which one do you want?

2. After you've made your decision to purchase the very best system, you later discover your neighbor purchased a better system with a better warranty. How do you feel?

Friends, these statements also appear on the Aquathin Report Card. I "role play them" on Day 3 of Aquathin University...and each and every time, the Students always-always-always say "I want the best" and "I would feel bad if my neighbor had done a better job in their research and purchased a better system". They want the best...and we have not even talked about price. You see, when it comes to health, price is not an issue.

Now to further prove the point...consider this:

1. Would you give your child an antibiotic for a deep fever if you knew it was 10% effective...but the doctor said "hey, its cheaper"?

2. Would you take your loved one to a doctor with a 20% survival reputation...but he's running a "special" today !

3. Would you get on an airplane knowing you had a 50/50 chance of getting to your destination...but everyone flies First Class for \$1.00 !

4. Would you buy a house from a person who told you it has a big chance of burning down with you and your family in it....but its in a great neighborhood and 1/4th the price !

Not only no, no, no, no...but Hell No ! Then why would anyone pay good hard earned cash for a purification system that lets toxins pass right on by !?

Now they get it ! VALUE WINS OVER PRICE WHEN YOUR HEALTH DEPENDS ON IT.....ALL YOU NEED TO DO IS SHOW 'EM !!!

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 !

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(visit the all new www.aquathin.com)

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& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit 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.