

Sent: Monday, April 27, 2009 10:31 AM
Subject: PEARL OF WISDOM #12

Dear Aquathin Dealer OnLine;

[BIZ BANK SALES - LIFE PEARL OF WISDOM.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.

*I appreciate the amount of Dealer feedback and requests to resume the **SALES / LIFE QUOTE OF THE WEEK**. So we've decided to integrate the Quotes into the Pearls of Wisdom and alternate Hot Facts and Sales / Life Quote weekly.*

ATTACHED IS A NEW FEATURE BROUGHT TO YOU BY AQUATHIN BIZ BANK -- SALES / LIFE QUOTE OF THE WEEK. FIRST OPEN & REVIEW.

ENCOURAGE OPEN DISCUSSION OF THE ESSENCE OF THE ATTACHED QUOTE THAT TRANSCENDS TIME WITH YOUR SALES & TECH & OFFICE TEAM. ITS ALL ABOUT "PERSPECTIVE, PERCEPTION & BALANCE."
TALKING POINTS:

Well, this Pearl of Wisdom Sales / Life Quote kindasorta goes with the September 1, 2008 Quote Of The Week..."first come the Innovators, followed by the imitators, followed by the screaming incompetents." Good times and rough times, the cycle of imitators and incompetents coming and going persists. And a down economy is a catalyst for most of them going away. The good part about this biz scenario is that the imitators and incompetents allow us to use their money to grow market awareness. They are "mission oriented" to sell on the cheap...vs. "play to stay oriented" to provide quality solutions and service for generations. Their prey evolve into Aquathin Customers. Gosh how I do love the purge!

Many of us older guys and gals have been through this several times before...and with each time we got smarter (while the imitators and incompetents get dumber), so much so that today, our financial strength allows us to remain calm and allow our Team and Dealers to sense that calm, tranquility, and security. And we continue to press on doing all the right stuff...whilst our/your competitors go away. Gottaluvit !

Some of the Quotes are from great thinkers, doers and talents including Gandhi, Einstein, Churchill, Twain, Mother Teresa, Ford, Edison, Buffet, Epicurus, Cervantes, Bradbury, Freud, McCain, Confucius, Kay, Eastwood, Iacocca, Altman, Jobs, Depp, Jordan, Oprah, Shakespeare.

It's not important who said...the words survive the authors.

I RESPECTFULLY RECOMMEND THAT YOU PRINT IN COLOR, FRAME AND HANG IN YOUR TRAINING ROOM.

YOU WILL HAVE QUITE A COLLECTION VERY SOON !!!

I LOVE MY AQUATHIN ! AND REMEMBER, THE NEXT BEST THING TO OWNING AN AQUATHIN IS RECOMMENDING ONE TO A FRIEND !!

Let me know what you AquathinK !

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)

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& 2008 PRESIDENT'S E STAR AWARD RECIPIENT (visit www.aquathin.com/estar2008.pps)

Alfie

Alfred J. Lipshultz, President

P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", 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.