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Sent: Thursday, April 22, 2004 2:16 PM  
Subject: AQUA Q? #13 -- WEEK OF APRIL 26, 2004

***Dear Aquathin Dealer OnLine;***

**AQUA Q #13 IS "EXCLUSIVELY" FOR YOU:** You all know that much of our products & services are patented, trademarked, proprietary, unique state of the art design and know-how "EXCLUSIVE TO YOU AND AQUATHIN". What does EXCLUSIVE mean to you and your Customer?

- (A) I have the Brand and Best products that no other company has!**
- (B) I have the Brand and Best products in a protected area and no one else can sell Aquathin in my area.**
- (C) I don't have to compete against Aquathin.**
- (D) All of the above.**

The answer is (D) ! But I think (C) is the most important of the 3...and here's why...I've received calls from other companies where one of their salesmen went into a home of an Aquathin Customer...tested water from a KT90, Aqualite or Platinum90...and asked me why the reading would not register on their TDS meter ! **THAT TELLS ME THEIR GUY LOST AGAIN !!** I've had other companies call me to complain they had to take back their purifier because their Customer found out about Aquathin...now that company would like to sell Aquathin too. **THAT TELLS ME THEIR GUY LOST AGAIN !!**

**MANAGERS: THIS IS ONE OF THE ABSOLUTE MOST IMPORTANT POINTS TO MOTIVATE-MOTIVATE-MOTIVATE YOUR SALES TEAM....NO ONE DOES IT BETTER THAN YOU ! It feels good to be the best !**

***Be sure to review these dynamic bullets with your Sales Force and Tech Team Mates. An Educated Force is an Effective Force.***

***Remember to submit the correct answer with your next P.O. for entry into the drawings and receiving either the 25th Anniversary Aquathin Satin Jacket or Shirt, Sterling Silver Anniversary Pen, Aquathin Watch with your order !!***

***Aquathin is 25 in 2005 ! Celebration of our Silver Anniversary begins***

***NOW !***

***Complete details are found in my cover letter in the New 2004--2005 Planner***

**Warmest regards to all,**

**FOR THE BEST TASTE IN LIFE &**

**25 Years Pure Excellence**

**Think Aquathin...AquathinK !!**

**( visit the allnew [www.aquathin.com](http://www.aquathin.com) )**

**"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.**



Sent: Thursday, May 06, 2004 11:43 AM  
Subject: AQUA Q? #15 -- WEEK OF MAY 10, 2004

***Dear Aquathin Dealer OnLine;***

***The next several weeks of AquaQ's are CLOSING TOOLS AND ANSWERING OBJECTIONS ONLY AQUATHIN TEAM MATES CAN DELIVER !***

**AQUA Q #15:** You've made your super presentation showing your exclusive features & benefits & VALUE, whipped out The Golden Guarantee...and now your Customer throws you a curve ball saying, "it costs too much" or "I think its more than I wanted to spend". What do you counter speak or do?

(A) "OK, thanks anyway...be see'in ya". [ that sounds incredible, but guess what...most sales people from other companies take the path of least resistance...and do in fact, just leave. They do not recognize that your Customer just gave you a great opportunity to hammer home...once again...just how good you really are]

(B) "Yea...so!" [believe it or not, other companies teach their sales people to be arrogant and condescending. Not effective and not happening here !]

(C) Raise one eyebrow...take a deep gasp...and act like you've never heard the question before. [believe it or not some companies teach this...and is often followed by a slippery lie i.e. "nah, we sold millions". Followed by the Customer's invitation to get out !]

(D) "Mr. & Mrs. Jones, I can understand how you feel. It seems that everything today costs too much: Housing costs too much; property costs too much; food and gas costs too much; a car costs too much. BUT, if it's an apology you want for my price, then you have it ! I am sorry that our price is not lower...but the President of Aquathin Corp. USA, Mr. Lipshultz, made a decision and a promise years ago that we would never sacrifice lower quality for price. Your health and safety...and our future depend on it ! It's like this: we would rather explain price once than apologize for poor quality and service the rest of our lives. You know, there is hardly anything in this world that a man cannot make worse or cheaper...and the people who consider price alone are this man's lawful prey."

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OK, the answer is "\_\_\_" ! I really enjoy taking the blame on this one !! And there are more positive responses that you Managers have for review and role playing with your Team. But a couple reasons why blaming me is so incredibly positive, is that it takes the heat squarely off you to come up with an answer...it gives you another opportunity to revisit the Aquathin Master

Catalogue of Honors, Achievements, Accomplishments, Awards, Test Data...and to say to your Customer, "I dare you to find anything that will come close to this from any other company...you will not. So the choice is yours; would you allow your family to continue to consume pollutants from a cheap system or invest in one that removes them to the very best possible capacity and outlasts all others?" Oh, yes...and one more reason why I deserve the blame...that statement that we would never sacrifice quality for price is the absolute truth, but you knew that !

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