

Carl Davidson is president and founder of Sales & Management Solutions, a training and consulting company, Lockport, N.Y. He is a well-known entertainer and speaker, as well as the author of several books and hundreds of magazine articles. He can be reached at 800-941-0068 or davidson@salesco.net.

About the Author

By Carl Davidson

What Could Be Better Than Selling Water Equipment?

Who Doesn't Need High Quality Water?

Here are some suggestions of people you see each day that could mean more selling opportunities. And they will pass your name on to others as well.

- Bank Tellers
- Barbers
- Car Salesmen
- Dry Cleaners
- Family Members
- Financial Advisors
- Food Servers
- Mail Carriers
- Mechanics
- Ministers
- Neighbors
- Policemen
- Realtors
- Sales Clerks
- Teachers
- Dentists

It might be worth your time this month to take a minute to really appreciate the business you are in. Sometimes we ask ourselves if there is an easier way to make a living, but the truth is, we already are in the promised land. Think about it. We sell good health, long life and saving money. Those are all topics that people want to talk about. Imagine how depressed you could get selling disability insurance, cemetery plots or nursing home suites.

In addition to the fact that we sell an up-beat product, we sell one that everyone needs. If you sell health insurance, you quickly find that 40 percent of the people in our country won't buy it. If you sell women's clothes, only slightly more than 50 percent of the population wears them. That means more than half the people you speak to would have no need for the product.

The good news for us all is that everyone needs pure water, and they need it every day. We have the biggest population of people who need our product—everyone on earth. Couple this with the fact that only about 10 percent of U.S. homes have water improvement

equipment and you have an unparalleled opportunity to sell.

But do we try to sell as many people as we can? Most of us do not. If you view talking with people as work or selling, you will never be as successful as if you view it as helping them make a health improving, life-lengthening, money-making decision. Here are a few examples of great salespeople who loved to help people improve their lives.

About 10 years ago, I was at a home show. I was tired and grumpy. I needed a break, starting with a visit to the men's room. Two men were washing their hands. One of them turned and used the opening line I have recommended, "Excuse me sir, you don't let your family drink from the tap at home do you?" He started a sales introduction and got an appointment. This salesperson did not even take a break on breaks. He couldn't wait to tell people about the equipment.

About five years ago, my boss sent me out to rent a second office for the company. I was accompanied by Doug—an excellent



LearnMore!

For more information related to this article, go to www.waterinfocenter.com/lm.cfm/wq090201

salesman. The real estate agent showed us around a vacant office, and I was picturing the training room, phone room, etc. Doug said to the agent, "You don't drink from the tap at home, do you?" He started to sell and got an appointment with the real estate agent. He sold the agent a softener and RO and got an appointment to talk with 60 agents at their sales meeting. From that, he received 10 appointments and sold five systems. All I did was see the building. Doug saw everything as an opportunity to tell people how much he could help them.

Around this same time, Doug and I were working a booth in a mall. We took a break and headed to a restaurant for lunch. I was famished and started munching as soon as my food came. Doug asked to see the manager. When the manager arrived, Doug pointed out the spots on the silverware and asked the manager, "If I could show you a way to get rid of these spots with no work and to save hundreds of dollars on soap, could I have 10 minutes of your time next week?" Doug got an appointment, I got indignation.

Last week, I was speaking at a seminar in Phoenix. We talked about believing in the product and looking for opportunities to help everyone you meet. The next day, Mike returned a call which he received on his cell phone. When he returned the call, he found it was a wrong number. Instead of simply hanging up, he said, "You folks aren't drinking from the tap, are you?" and started to sell. From his skill, effort and enthusiasm, he got an appointment and made a sale.

These are just a few examples of how great salespeople are sold enough to see opportunity everywhere. Some salespeople wait for the company to provide them with appointments. Those who believe we actually are helping people and making their lives better cannot wait to tell others the good news. Take a look around and you will see opportunity wherever you gaze. **WQP**

For more information on this subject, write in 1011 on the reader service card.