

EDITORIAL

Opportunities Bring Cash



OK, so a glass full of change is not going to do a whole lot for our businesses. It's not the amount, but how you use it, right? As many of us sit in our offices wondering when the economy will make its massive turn around, others of us trust that maybe this will be as favorable as it gets for a long time. We must make the best of it. We must put our money where it will be most beneficial for our businesses, employees and families.

Taking advantage of opportunities when they arise and meeting the challenge when obstacles appear poised to hold us back are what will keep our industry thriving.

To assist you, we offer our Annual Buyer's Guide complete with supplier and product listings, a product/service guide and an index of associations and government entities that may help advance you even further down the road to prosperity.

In addition, page 7 begins our editorial section that presents ideas for your business plans. In various surveys throughout the past year, finding new clients has been cited as one of the most challenging tasks among *WQP* readers. Generating new leads for salespeople to follow up on is an area that requires a lot of attention, although it may seldom receive as much as it requires. It is through aggressive marketing programs that dealers will locate new leads to generate sales for years to come. Page 8 offers suggestions to generate those leads you and your sales team need in order to continue your success.

Page 12 discusses finding opportunities where others may not see them. With unremitting changes in regulations and standards in our industry, dealers must remain up to date with them and employ some creative thinking to find ways to make sales despite these changes.

You can bet that when an opportunity presents itself, if you don't jump on it the dealer across town will. Seeking out new customers is step one in making your business a success. Once you find the customers—sometimes in new areas others may not have tried yet—it is up to you to earn their loyalty with high-quality products and effective and economic solutions to their drinking water needs. Find opportunity in the ever-changing standards by using them to leverage sales. Generate the lead and sell high-quality products to the customer to develop his loyalty and business will thrive.

You also can visit our new website at www.wqpmag.com. We've launched this new site in order to continue bringing you timely news, product announcements and water treatment information all in one source.

Keep this buyer's guide on hand all year long to help you find those resources you need for products, services and solutions to better serve your customers and help you cash in on opportunities.

Welcome to the water treatment industry.

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