

Simple, Neat and Fast Solutions



I recently had some car problems, and after dealing with insurance people, repair shops, etc., I have come to the conclusion that all I want is someone to fix these problems—nice, neat and wrapped in a bow for me.

Fast, easy and efficient is all we ask for. Is that too much? Can't a customer call you and say "I want XYZ product," and then you deliver it, install it and be on your way? Sounds simple? It is, but it may not be the best solution. That is where

dealers come in. You need to be the customer's best judgement. It is up to you to understand various treatments and alternatives in order to tell your customer with confidence that "this is definitely what you need."

Nothing like a bad decision to go on haunting you for the rest of your business days. But, making the right decisions is not always easy. It's a vicious cycle of knowing one thing is right but allowing other options to confuse our judgement. It happens to the best of us. Water treatment is no different. There are several treatment options for every customers' water problems. However, it lies on your shoulders to provide them with the best solution. Certainly, knowing which technologies are available, which are the most cost-effective and the most efficient ways to use them are key to any project's success.

In the era of faster, bigger, better technology, our customers expect nothing but simplicity, quality product and their problems being solved faster than is even possible—all nice, neat and wrapped in a bow. (Surely I am not the only one seeking this utopia?) The right decision will bring you kudos, the wrong will bring you trouble.

This issue points out various technologies such as chlorine, pumps and nanofiltration systems and all of the options surrounding them. Take all factors into consideration when making your final choices for the customer. For instance, when treating iron problems, know that softeners are available, but also consider filters, rust-cleaning additives and chlorine options, any of which may prove a better fit for the customer's needs. (See page 10.)

Remember that you are the expert. You are the one that can hold all of the answers for the customer. If you can analyze the customer's water needs, apply your knowledge and expertise by selecting and installing the most appropriate and affordable system, you will create a loyal customer, because you were the one that solved his problem and he didn't have to do anything but give you the OK.

I hope that the information in this issue regarding how to make well-informed decisions will provide you with the tools you need to make smart choices for your customers and keep your business thriving.

Best Wishes,

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