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# More Than a Miracle

You've probably seen plenty of weight loss ads on Facebook or popping up on websites: "Drop 20 lb in Three Days!" or "Lose Fat With This One Simple Trick!" Those may not be exact quotations, but you get the idea—they sound to good to be true. And usually they are, with a click simply leading to a website shilling a "miracle" pill, powder or tea that will supposedly help you lose those 20 lb in three days and showcasing before and after photos that look suspiciously Photoshopped.

Unscrupulous sales tactics and inflated efficacy claims like this exist in just about every industry, including water treatment. This can lead to misinformation and misconceptions among consumers—and it is up to dealers to ensure they have the correct information to provide their customers and resolve any confusion.

"OEMs, distributors and dealers should err on the side of caution when selecting water treatment solutions," writes Susan White in her article, "Take Your Pick" (page 14). "All water treatment professionals should be transparent and factual in their representations."

In order to be factual, it is key to verify that water treatment systems live up to the claims they make. Does the system have third-party certifications to NSF/ANSI or other applicable standards? Is there other third-party research on the use of the technology in different applications?

Knowing the system works as it says it does is not enough to ensure customer trust and loyalty,



though—it also must be the right system for a particular application. Water treatment is not a one-size-fits-all business, and each customer must be treated as an individual. What do the results of water testing show? How many people live in the home? Are there any particular health concerns? These are only a few of the factors that must be evaluated prior to selecting the right technology for the job.

It is important to convey this information to the customer. Explain the results of the water test to him or her, and why the technologies you are recommending will best resolve the water quality issues. Take the chance to resolve any misconceptions caused by misleading advertising or simple lack of education on water treatment and conditioning topics. Customer trust is crucial—it will lead not only to repeat business, but also possible referrals. Don't be the miracle cure salesman—base your success on science and experience.

**Kate Cline, editor-in-chief**

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## THIS MONTH ON WQPMAG.COM



**Online Exclusive:** Jerry and Allan Horner of Impact Water Products share their opinions on water conditioning and softening technologies at [www.wqpmag.com/softening-conditioning-choosing-right-technology](http://www.wqpmag.com/softening-conditioning-choosing-right-technology).

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