



AquaBlok® TOP-10: Ten Steps to Increase Sales

1. FIND A FRIEND, FIND A PROJECT – Identify an established and reliable client, preferably a contractor or an engineer, who tends to be progressive and open to new approaches. Work to identify and execute at least one project (large or small) using AquaBlok. Be there on application day.
2. PHOTO-DOCUMENT! Even if the use is for just a handful of 50-lb bags, take photos (and video, if possible) of any and all AquaBlok applications that you can see in person – at a minimum, the one described above. Take photos from as many different perspectives as possible – the higher the resolution, the better.
3. BUILD ON SUCCESSES! Use your own projects, those from your peers, and those available on www.aquablok.com (1) to help build momentum with existing clients and (2) to attract new ones. Even though AquaBlok has been used for 15+ years and even though bentonite and stone aggregate have been used for generations, no one wants to feel like the guinea pig.
4. Remember that AquaBlok is a patented product – while we definitely face competition (ordinary clay, conventional bentonite, synthetic alternatives, inactivity/no action), you have a unique offering.
5. Get to know the new AquaBlok website (www.aquablok.com) – pay special attention to the content accessible through the right button of the main landing page (the Geotechnical section of the site) . . . and familiarize yourself with applications and opportunities.
6. Spend literally five minutes every other week reviewing the emails that we will be sending with updates, application tips, and project summaries.
7. Commit to drinking Gatorade! As hoaky as the bottle demonstration is, it is effective at getting the wheels turning as to where AquaBlok can be useful. It brings what would otherwise be pretty non-descript to life.
8. Strive for the big project (hundreds of thousands of \$\$+), but never underestimate the power and importance of the \$100 project. Consistency – in increased awareness and usage, even at small scale – will lead to ongoing revenue and income.
9. Drop us a quick note every time you sell an AquaBlok project so we can include the success story in our regular updates. Even if it's a small project that seems like a one-off thing, it is meaningful in that it helps build momentum.
10. Use AquaBlok as a foot-in-the-door. Many of your clients still haven't seen AquaBlok and the vast majority of people working in and around water will have an interest – whether they tell you they are interested or not. They may not have a project today, but eventually, they will have a project.

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