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WELCOME ABOARD!

New faces at Water-Right



Brad Walsh
Regional Sales Manager

Brad Walsh is Water-Right's newest Regional Sales Manager, covering VA, WV, Eastern TN, Eastern KY, NC, SC, GA, and FL. Brad previously

spent over 5 years with Pentair working with water treatment OEMs, distributors and dealers throughout the eastern US. Prior to the water industry, Brad worked for WW Grainger selling industrial supplies to hospitals, manufacturing facilities, and universities in Maine. He has served on the Board of Directors for the Florida Water Quality Association and received his Bachelor of Science degree in Business Administration with a concentration in Marketing from the University of Maine. Brad currently resides in Harrisonburg, VA with his wife Jennifer and son Griffin.



Heather Ebert
Customer Service

Heather Ebert has worked for Water-Right for just over a year, starting out as the receptionist and recently moving to

Customer Service. Heather's background has primarily been in customer service, both in the retail and banking industries. Originally born and raised in Canada, Heather moved to the U.S. in 2009 and is married to her husband Steve. Together they share in the joy of spending time with their 5 children and 5 grandchildren.

Selling and Marketing to Millennials Tips for Winning the New Age Consumer

by Kira Jankowski, Associate Brand Manager

By now, you are probably more than familiar with the term "Millennial," and the overwhelming impact this new wave of consumers is having on the marketplace. Millennials now make up the largest generational block in the U.S. and hold about \$1.3 trillion in annual buying power. By 2020, they'll comprise 50% of the U.S. workforce. Increasingly, studies show they also hold more influence on B2B purchases. Simply put, ignoring the sales opportunities millennials afford is a very bad idea. So, how do you go about effectively selling and marketing to this unique group of consumers? It may be different than you think.

1. Deliver on Promises. Millennials are hyper-aware of advertising, and they know when a product is being over-promised. Falsely advertise your product or brand's abilities or not deliver on your promises, and your relationship with millennials is over before it even began.

2. Be Authentic and Direct. Research shows millennials greatly value the opinions of people they know. In fact, an IBM study showed 36% of millennials weigh the opinions of family and friends before buying a product. Millennials don't really want to sit and talk to a sales person, they want to text their friends and family to get their opinions. So, skip the heavy sales-pitch, and offer them literature to do their research.

3. Don't Waste Their Time. Millennials have grown up in an age of speed and convenience, that's why sales reps need to get to the point. With Millennials, the mantra is: Get in, get it done, and move on to the next project.

4. Treat Them Equally. It's important for sales reps to remember that the Millennial generation is the equality generation, specifically women. Millennial women are more likely to have a college degree, earn more money, and make the

majority of the buying decisions for a household than the women of previous generations.

5. Respond Quickly. Millennials expect prompt responses to queries – and their definition of prompt is different compared to that of other generations. With technology like smart phones and social media available, what used to be an expected turnaround of 1-2 days is now a few hours to as little as 30 minutes.

6. Be Truthful. Anything you say can be fact checked in a few seconds with a Google search, so make sure what you are telling your potential consumers is fact, not fluff.

7. Be Smart About Your Advertising. Millennials understand how to use a DVR. They're going to fast-forward through commercials if they're watching a TV at all. With increasing frequency, they're consuming content on their mobile devices—a place where local advertisers can't easily penetrate. Instead, advertise in the social media space. Pay for Facebook ads, for example. Google ads that appear on YouTube are much better uses of your advertising budget if Millennials are your target market.

8. Establish A Relationship. Millennials want to first know that they're being heard. Next, they want acknowledgment of the problem. Last, they want you to offer a solution. This takes much longer than you may want to spend but that's your customer. They value the relationship more than you think and that relationship is what will open their wallets. Yes, they want you to get to the point but they'll give you more time if you take a genuine interest in their life.

After reviewing the selling tips, is your current sales approach fit for selling to Millennials? It may be worth while to tweak your current process to include more effective ways to sell and market to the new generation of buyers.

Ozone Generator Kit

Frequently Asked Questions

With the recent announcement of the Water-Right Ozone Generator Kit for Impression and Impression Plus, we compiled a list of Frequently Asked Questions on ozone and the new Water-Right Ozone Generator Kit.

What is ozone used for?

Ozone (O₃), sometimes called “activated oxygen,” or “triatomic oxygen,” contains three atoms of oxygen rather than the two atoms we normally breathe. Ozone is the second most powerful oxidant in the world and can be used to reduce bacteria and odors.

How is ozone produced?

There are several ways to produce ozone, including UV light and cold plasma. The Water-Right Ozone Generator Kit uses corona discharge to produce ozone.

What is corona discharge?

Corona discharge is an electrical discharge brought on by the ionization of a fluid such as air surrounding a conductor that is electrically charged.

Do I need to purchase a new unit to get the Ozone Generator?

No, the Ozone Generator Kit is retro-fittable, and can be placed on any Air Oxidizing unit in the field or fitted onto new equipment were the situation dictates additional disinfection. New units can be purchased with the Ozone Generator Kit option.

What units are compatible with the Ozone Generator Kit?

Ozone Generator Kits are compatible with Impression Series Sulfur Filters (IMS / IMPS) and Impression Series Air-Cat Filters (IAG / IPAG / IACG / IPACG).

How does this device help with water treatment?

This device will reduce nuisance bacterias—iron and sulfate reducing bacteria—which can cause taste and odor issues along with a bio-film (slime) that can cause service issues.

How do I order an Ozone Generator Kit?

The Ozone Generator Kit can be ordered by contacting customer service at 1-800-777-1426. (Model No. OZ1-A-WR)



Company Spotlight:

Water-Right is excited to announce it's new consumer-facing video collection on YouTube. This series of videos answers various questions for consumers and helps familiarize them with basic functions of their unit, such as how to view operating displays, bypass the valve, and set simple program settings.

To view the videos, visit www.youtube.com and search “Water-Right.” Adjust the filters on the search for “channels” to find the Water-Right channel. Water-Right will be adding videos periodically, so check back to see the newest available videos.

Want to find new Water-Right YouTube videos easily? Click “subscribe” on our YouTube channel page, and the new videos will automatically show up on YouTube’s homepage under “subscriptions.”



Gruett GROANER

When I went to lunch today, I noticed an old man sitting on a bench sobbing his eyes out. I stopped and asked him what was wrong.

He told me, ‘I have a 22 year old wife at home. She rubs my back every morning and then gets up and makes me pancakes, sausage, fresh fruit and freshly ground coffee.’

I continued, ‘Well, then why are you crying?’

He added, ‘She makes me homemade soup for lunch and my favorite biscuits, cleans the house and then watches sports TV with me for the rest of the afternoon.’

I said, ‘Well, why are you crying?’

He said, ‘For dinner, she makes me a gourmet meal with wine and my favorite dessert and then we cuddle until the small hours.’

I inquired, ‘Well then, why in the world would you be crying?’

He replied, ‘I can’t remember where I live!’



Tech Tips

So you have a “blank display” on your water softener.

by Kirk Guthrie, Technical Services Manager

With summer storms blowing through the country, we have had an increased number of calls regarding “blank displays” on water softeners. To be able to trouble shoot this type of problem, you will want to have a very important, but often overlooked, tool in your toolbox: a “volt meter”. A “volt meter” is able to check the voltage at the wall outlet and also the voltage from the transformer. When checking that wall outlet be sure it is not plugged into a switched outlet. When checking the output of the transformer, you are putting your meter probes on the two outside terminals of the power molex that connects to the circuit board. If you are testing an Impression transformer, you should see at least 12 volts AC power. If you are testing a transformer from a Sanitizer series unit, you should see at least 15 volts DC power. This will confirm that the transformer is working properly. If you find that the transformer is not putting out the proper voltage, you will want to replace the transformer. It may have been a victim of a power surge or spike. If you are in an area that is frequented with power fluctuations or with outages, a “surge suppressor” like you use to protect your other home electronics could be suggested. These devices are readily available at most retail stores and can help to protect the electronics of the water softener.

If there are questions about this procedure out in the field, please call our Technical Support team at 800-777-1426.

Employee Spotlight:

Cassi Worster Marketing Coordinator



Cassi Worster has been a part of the Water-Right team for two years. As the Marketing Coordinator, she mainly supports Water-Right’s dealers and dealer programs. Cassi also helps manage social media sites and maintain company websites. Another job duty that she finds rewarding is encouraging and implementing Water-Right’s fun internal culture.

“I take pride in Water-Right’s story and overall culture. I also love the people I get to work with everyday, from co-workers to customers.”

-Cassi

During the summer, Cassi enjoys many outdoor activities, such as biking, kayaking, and giving her two-year-old “underdogs” on the swings. In the winter, she enjoys cooking, doing crafts, or re-purposing projects.

Cassi was born and raised in Maine, and she visits every chance she gets. She currently resides in Oshkosh, WI with her two-year-old daughter, Savana, significant other, Josh, and German Shepherd, Dolce.

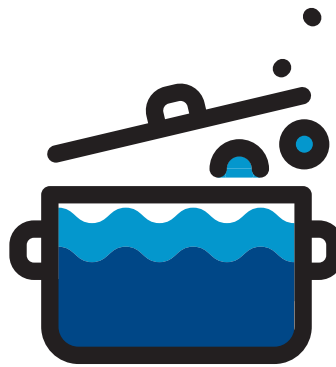
Some interesting things about Cassi are that she has 8 sisters, she has never dyed her hair, and she has watched the entire series of NBC’s “The Office” 9 times. Also, her favorite brewery is Rapp Brewing in Seminole, FL.

WHAT TRIGGERS A CONSUMER’S PURCHASE FOR IN HOME WATER TREATMENT?



59%

of people who purchase water softeners do so within one year of building or buying a home.



41%

of respondents to a 2017 WQA Survey claimed boil water alerts triggered purchasing decisions.



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1.800.777.1426 | water-right.com
Company website: water-rightgroup.com



Connect with **Water-Right** on social media!



Registration Ends September 18

Class size is limited! To register, visit:
www.water-rightgroup.com/signup
or download the form and fax it to
Vicki at 920-739-9406. The full itinerary is
on our sign-up web page.

Upcoming Events & Conventions

August

30-31 The Water Expo - Sixth Edition Miami, FL

September

12-14 WQA Mid-Year Leadership Conference San Diego, CA
 29-30 Georgia Well Show & Exhibit Savannah, GA
 30-4 WEFTEC Chicago, IL

October

3-6 PWQA 60h Convention & Tradeshow Newport Beach, CA
 10-12 **Water-Right School** **Appleton, WI**
 19-21 California Groundwater Association Convention Reno, NV
 27-28 Oregon Ground Water Association Convention Redmond, OR

Congratulations to Austin Pump in Texas on a very successful 2017 Open House in May! Our Regional Sales Manager, Jeff O'Callaghan attended the open house and said that attendance was at an all time record and the activities were amazing.



Kurt's CORNER

Thank you to all of the Water-Right employees for their hard work and dedication. Those who are celebrating anniversaries from July—September are:

Employee	Years
John Degeneffe	28
Robert Jewell	22
Mark Selvig	19
Sherry Gerbers	17
Rhonda Chier-Verhagen	16
Nayana Patel	16
Kirk Guthrie	13
Mike Hanten	13
Randy Perra	11
Michelle Babbitts	9
Chris DeGroot	9
Nathanial Fritz	7
Tim Rindt	7
Kevin Smith	6
Mark Russell	4
Randy Seyler	4
Melanie Jayjack	3
Lorna Grimsley	2
Carmen Bump	1
Brandon Huffman	1
Daniel Lenzner	1