



Speaking SOFTLY

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Today's Buying Process Understanding the Modern Day Consumer

by Luke Java, Director of Sales & Marketing

In nearly 30 years, the number of residential water treatment units sold each year has not changed. This includes professional plumbers, water well contractors, professional water treatment dealers, and even residential markets such as manufacturers that sell to large "DIY/big box" stores, OEM manufacturers that serve wholesale distributors, and direct assemblers. Since the early 1950s, the in-home water treatment salesperson was highly recognized as the main educator of basic water fundamentals and the long term benefits of soft and/or filtered water. But today, very few water treatment sales start with a salesperson knocking on a consumer's door to tell them about a product. So, why have the numbers not changed when the need for door-to-door sales is almost non-existent in most marketplaces today?

The traditional and sometimes very routine responsibilities of canvassing neighborhoods, working community events, attending public shows, and generating business through existing customers is still heavily practiced today with some continued success. The consumer, however, has drastically changed how they buy products today—and that goes for any consumable item, not just water treatment. Many begin their searches online, carefully researching and learning about a market or product before making a decision. Now more than ever with the convenience of smart technology and an abundance of information, you can find and purchase what you are looking for at a touch of a button!



So how does this new buying process impact the market today? The primary difference with today's buyer is that they are highly educated, have access to lots of information, and have options galore. In fact, it is arguable that by the time you reach them—if you do—they

may have already made up their mind on what they need and what brand of product and/or company they prefer to work with. That's why so many companies are making the push to brand themselves digitally and invest in a stronger online presence to reach their consumers, making it a necessity in



today's competitive market. That being said, you should not leave traditional methods of lead generation by the wayside. Word of mouth and phone inquiries are still very valuable in the marketplace, and are usually included in the modern day consumer's decision making process to buy a product.

Although it may seem like the overwhelming consumer buying trend is to do away with all salespeople and buy completely online, don't lose hope yet! We are more prone today than ever before to be welcomed into the homes of those consumers investigating and requiring water treatment. The guard has come down, solely based on the availability and immediate access to information. At the end of the day, the facts still remain: you sell a technical device, which requires the expertise of an educated sales person, technical service person, route driver or internal staff, and your consumer knows that. Heavily armed and educated by the suppliers and manufacturer of goods you sell today is your weapon of choice. Showing the consumer you are a company to trust through expertise and offering information online is proving to pay off.

At Water-Right, we challenge ourselves and the water treatment dealer everyday with improving ways to be in the forefront of the digital world, enabling your business to reach a greater audience and improve sales volume. At a minimum, we will be playing along the lines of today's buyer. So go ahead and knock on that door—the opportunity exists!

Are You Connected with Your Customers?

The Benefits of Social Media

by Kira Jankowski, Associate Brand Manager

By now, most everyone you know is utilizing social media in one way or another. You can find just about any major company on Facebook or Twitter, and they are continuously generating content to keep their brand and image at the forefront of their consumer's minds. It may seem hard to compete with, but there are real benefits to marketing your business and brand on social media, and in some ways extra advantages that small companies have on social media over larger brands. Here's a few reasons why you should consider staying active on your social media accounts:

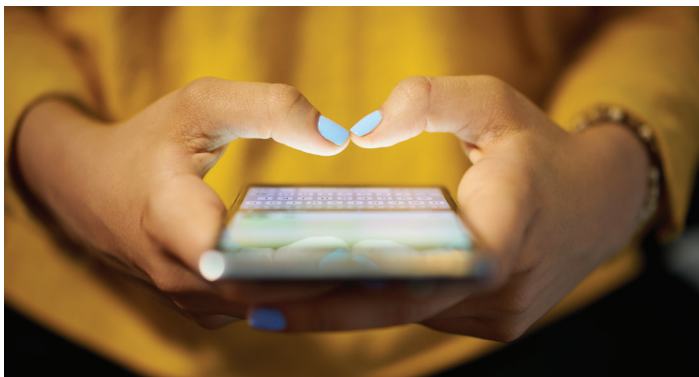
Your customers are already using it. Most Americans spend close to a quarter of their time on social media sites. This means there's a large chance your target market is already using social media. And with unique advertising tools such as Facebook Ads, you can narrow down and advertise to your target market by age, zip code, interests and income.

It gives you a competitive advantage. Just like your customers are using social media, so are your competitors. If you aren't also utilizing social media, then you may risk falling behind to your competition. Using social media boosts your organic search results on search engines (also referred to SEO or "search engine optimization"). Also being on social media will give you an idea of what your competition is doing, allowing you to make better strategic marketing decisions to stay ahead of the game!

It helps you connect with your clients and prospects. Communication is huge in today's technology-driven world, and social media allows for more successful consumer-to-business conversation. Social media creates a community of followers that enjoy your brand and products, and provides a place for them to share that connection. Not only that, but it also shows prospective customers that you are a company to know and trust, and people buy from companies they trust.

Your customers are expecting it. Over 67 percent of customers go to social media for customer service. They expect quick responses and in some cases, 24/7 support. Though 24/7 support might not be feasible for small businesses, being present on social media for customer questions pays off. According to Aberdeen Group, companies that engage on social media with their customers experience much bigger financial gains than those who do not.

While promoting your company and brand on social media is no small feat, it is definitely something worthwhile. Social media has proven two things; it works, and it's here to stay.



Company Spotlight: Coming Soon: Ozone Air System Kit

The long awaited Ozone Air System will soon be available for both the **Impression®** and **Impression Plus®** air filtration systems. This kit streamlines in-field retrofitting of new or installed units.

Want to know as soon as it's available? Join our e-mail list by visiting our website **www.Water-Right.com** and clicking the "E-mail Sign-up" link on the bottom of the homepage.



Employee Spotlight:

Scott Abel, Sr. *Production Line Team Member*

Scott has been a Production Line employee with Water-Right for one and a half years. A few of his daily duties include filling the tanks, completing final assembly, and quality control on the line.



“

Though Scott has been here a relatively short time, his job performance is outstanding. Scott is a solid performer and has been a great addition to the Water-Right production team.

- Tom Tegen,
Production Manager

”

Things Scott says he enjoys most as a production line team member are working with great co-workers and the shift hours. "It makes the job feel not so much like a job", Scott says.

In his free time, Scott enjoys being outdoors, hunting, fishing, and camping. He also enjoys video games, board games, and reading.

Scott is a single parent to his 15 year old son and 17 year old daughter.

Insanely Great Products

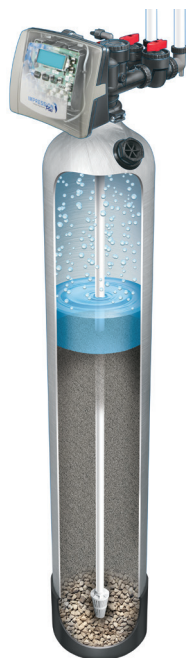
by Mark Russell, Regional Sales Manager

Steve Jobs once said he wanted to sell only products that are “insanely great products.” No one can deny that Apple products have been revolutionary game changers. Water treatment may not be as sexy as the latest iPhone or iPad, but beginning with the multi-functional Sanitizer with its unique Crystal-Right media and patented chlorine generator, no one can deny it is a game changer for well water treatment.

Not content to rest on the success of the Sanitizer and other industry standard products, Water-Right continues to define innovation with air injection and our patented Inch Worm, which was a suggestion from a dealer. We regularly update programming on the PC board adding new features and functions. Innovation is a hallmark of Water-Right and we continue to add exciting features and industry leading products to our lineup.

A game changing system is our unique AirCat, using Greensand Plus media. The AirCat is another example of the pursuit of innovation that is practical. No longer using potassium permanganate as a regenerant agent, a start up charge of chlorine (with annual chlorine charges) is all that is needed for this multi-functional air injection system to reduce up to 5 ppm of iron/manganese and a trace amount of hydrogen sulfide gas. If the pH is as low as 6.2, the addition of calcite will balance the pH. The patented Inch Worm feature is standard and adding our new ozone box will kill iron and hydrogen sulfide bacteria. The AirCat system was developed with input from dealers in the northwest where it has proven very successful, and it is now being used throughout the country.

We invite you to become acquainted with the AirCat system. Speak to your RSM or give Technical Support a call and see if the AirCat system is the answer to your next well water application.



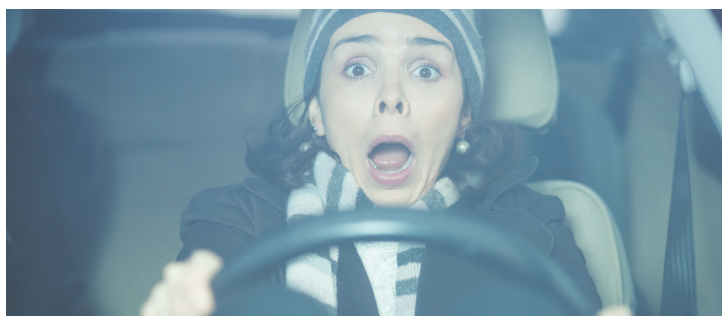
Gruett GROANER

The hit-and-run victim was just getting to his feet when a policeman ran up to help.

“My mother-in-law just tried to run me over!” The shaken man told the police officer.

“The car hit you from behind,” the officer said. “How could you tell it was your mother-in-law?”

“I recognized the laugh!” He replied.



Tech Tips

Let's Make Your Service Life Easier!

by Kirk Guthrie, Technical Services Manager

We have all come to know that the Water-Right Impression and Sanitizer valves are the workhorse of the industry. These valves have shown us through the years a long life and reliable service in the field. Typically the stack assembly has always been an easy pull out, and push in when working on the units. However with the growing popularity of the “air draw” iron filters, these units have been installed on some really nasty water! When servicing the units in the field, there have been times when the “stack assembly” has become so fouled with iron that the stack literally becomes stuck in the valve body. This makes it very difficult to remove the stack. In fact, there have been times when the stack itself breaks into multiple pieces when trying to remove it.

Introducing the stack assembly extracting tool! This latest tool makes your service life easier and is a welcomed addition to your tool box. This tool will easily insert into the stack assembly. As you push down on the handle, the tool expands to evenly grab the stack assembly, making the removal that much easier. No more breaking fouled stack assemblies.

This tool is available through Water-Right. The part number is CV3022 and the list price is \$32.44, a small price to pay for tools that make your service calls more efficient. If you have any questions on availability or operation of the stack puller, please contact Technical Support at 800-777-1426.

The first 10 dealers who contact Kirk Guthrie via **FAX only** at Technical Support and mention this article will be sent one of the stack pullers CV3022 at no charge! **FAX #: 920-739-9406. (Voice mails and emails will not be considered an entry.)**



Water-Right is growing! Visit our [Careers page](#) at Water-RightGroup.com to learn about open positions and join our team.



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



A few members from the Water-Right team at the WQA convention in March.
From left to right: Erik Koglin, Mike Speicher, Mark Selvig, Mark Russell, Jeff O'Callaghan,
Steve Calahan, Cassi Worster, Kevin Osborn, Michelle Babbitts, Melanie Jayjack.

Upcoming Events & Conventions

May

11-13	Florida Ground Water Association Convention	Orlando, FL
22-25	New York Rural Water Association Convention	Niagara Falls, NY

June

10-12	South Atlantic Jubilee	Myrtle Beach, SC
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Kurt's CORNER

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

Employee	Years
Kurt Gruett	34
Greg Gruett	33
Vicki Vanstraten	28
Derick Wasinger	19
Chris Schwersenska	18
Whitney Kilpatrick	18
James Dewey	11
Joel Rinne	8
Joel Grimsley	7
Luke Java	6
Mary Kay Maigatter	5
Matthew Neville	4
Ann Behnke	4
Jacob Kohlhagen	2
Zachary Gruett	2
Crystal Dinardo	2
Greg Griesbach	2
Katie Freimuth	2
Karen Frassetto	2
Heather Ebert	1
Kelley Tate	1