

# Waterfront

Noteworthy observations from the world of spas & pools

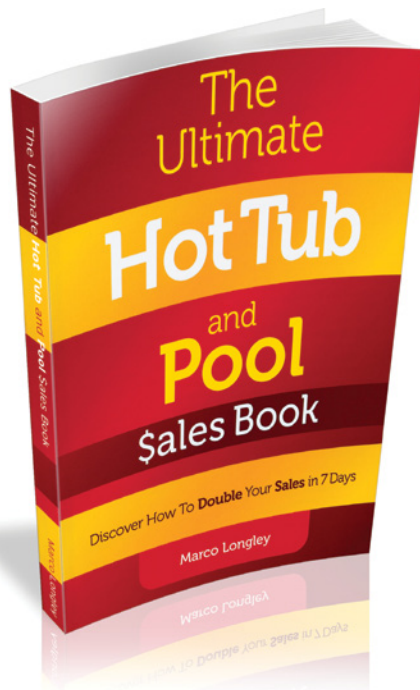
## Want To Increase Hot Tub Sales?

New book can help you distance yourself from the competition

“Each of us has been on the good and the bad side of the wheel,” writes Marco Longley, author of *The Ultimate Hot Tub and Pool Sales Book*. “Even the best sales pros have bad days or weeks, maybe even months. Don’t get discouraged, because it will happen to you as it happened to me and every other sales professional out there selling every product in every market.

“The best sales professionals in the world are chameleons. Be a chameleon and adjust your presentation to the prospect in front of you. What worked in sales 20 years ago may not work today. Today’s prospect is far more educated on your company, your products and your competition than ever before.”

Longley’s book addresses a number of sales situations, including closing a sale, establishing credibility, showroom etiquette and design, creating



a sense of urgency, the follow-up and much more. He provides a variety of real-life scenarios throughout the book, giving readers easy-to-understand solutions that could benefit business. The book also features “Top 10” lists on many sales subjects, providing readers with concise, straight-to-the-point information.

If you’re up for some extra reading and looking for ways to improve business, *The Ultimate Hot Tub and Pool Sales Book* will give you an affordable way to do so.

***The Ultimate Hot Tub and Pool Sales Book***  
***Discover How to Double Your Sales in 7 Days***

By Marco Longley | Profits Publishing  
ISBN: 978-1-9338-17590

## Freezing In Florida? | Not these manatees

The Sunshine State was anything but this past December and January, with frigid temperatures for its residents and even projections of snow. But what about this peninsula’s sea life? While humans can go inside and hunker down in a heated home, where do the marine mammals go?

An offline power plant has provided a warm refuge for a number of Florida manatees, which congregate in a nook off the Florida Intercoastal Waterway. Apparently the manatees have been hanging around in



this outlet for years, so when the Florida Power and Light Company took the gas- and oil-fired plant offline last year for modernization, it installed a special heating system to keep the water temps warm for that special group of visitors.

“The water that discharges into the area where the manatees gather comes out at 92 degrees,” FPL spokesperson Sharon Bennett told Reuters. “It gives them a nice combination by the time it mixes with the natural water. It’s very comfortable for them and they enjoy it.”