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### Win a copy of The Ultimate Hot Tub and Pool Sales Book

#### Description:

**THIS COMPETITION HAS BEEN WON.** However, keep your eye out for more giveaways in future newsletters and in the printed edition of the magazine.

This new book is designed specifically for the successful sale of portable spas and pools, and according to the author, can help dealers double their sales in seven days.

Author Marco Longley sold almost two million dollars worth of spas in his first year in the industry, and in this book he outlines his step-by-step techniques and strategies.

This 232 page book also provides actual sales scripts to help you handle any sales situation or customer. Longley has also held senior sales management positions with several major hot tub manufacturers, and has nearly 30 years sales experience. He has taught sales professionals from Canada to Europe, and sales teams in the Caribbean and Mexico.

The Ultimate Hot Tub and Pool Sales Book covers the following topics and many more:

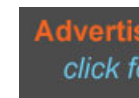
- Discover the three simple words that will immediately increase your sales;
- "We need to think about it" doesn't sound that bad, if you know what to say next;
- Discover why objections are buying signals and not deal breakers;
- Establish instant credibility;
- Use a "planned" not "canned" presentation to learn what to say, and when and how to say it;
- Understand your prospects' mindset of "What's in it for me?";
- Confidently close the sale on the first visit;
- Stop "telling" and really start "selling".

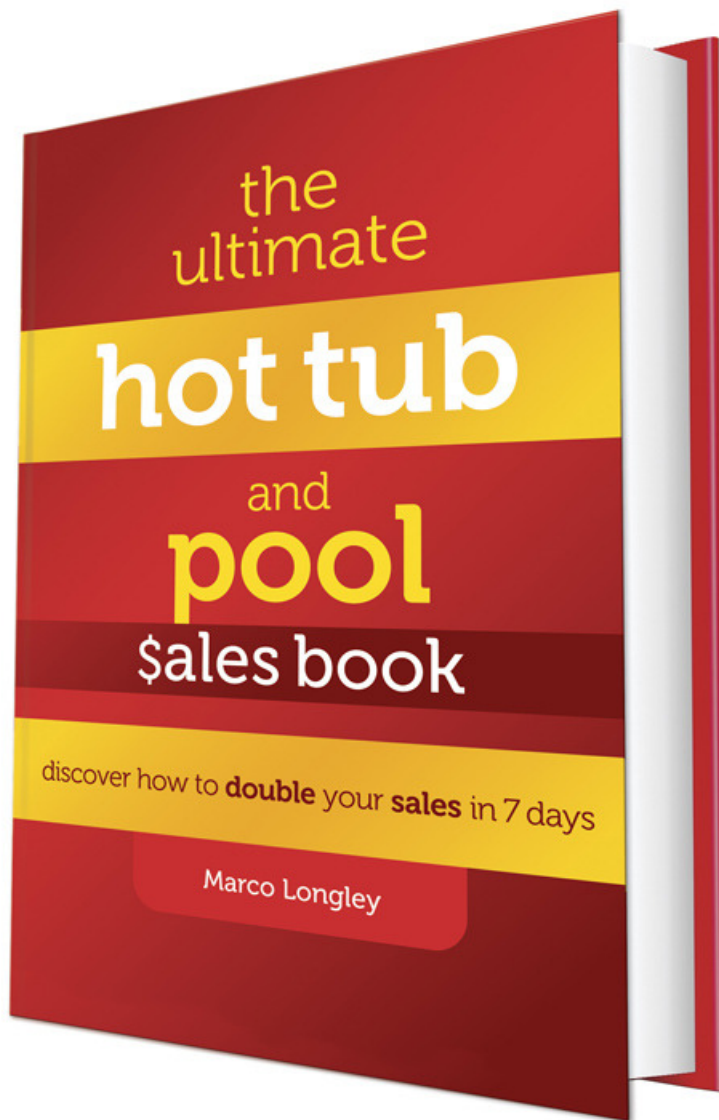
Three first online giveaway copy was won by Chris Cull of Corowa, NSW.

THE SECOND ONLINE GIVEAWAY COPY HAS BEEN WON by Julie Bowdery, Queensland.

BUT keep an eye out in the latest hard copy edition of SPLASH! for another opportunity to win.

You can find out more about the author and the title by emailing [Marco](#) or by clicking [here](#). Website visitors are also offered a free 50 page E-book on "Overcoming Objections".





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Pool Products



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