

Buzz Words

The economic outlook and importance of good, strong leadership

WOW, what a great start to the pool season! In speaking with some of you from around the country and world, it seems most of you are “swimming” in business and on your way to exceeding your goals for 2004.

If you missed our Cancun Passport to Paradise sales incentive trip you truly missed an incredible one. As always it was great reconnecting with many of you that have attended previous trips and meeting all of the first timers as well. It always seems more like a family reunion than a sales incentive trip.

I thought I would write about two important topics in my message to all of you – the economic outlook for 2004 and the importance of good, sound leadership within your organization.

Economic Outlook

I believe all signs point to a very healthy 2004. First, we are in an election year, which means the current administration is going to do everything possible to keep the economy moving positively forward. Consumer confidence continues to be high, interest rates are at a thirty-year low, and inflation remains under 3%. Another strong sign is that household net worth rose by 2.16 trillion to a recent high of 44.1 trillion in the final quarter and pushed the net worth DISPOSABLE income to its highest reading since the first quarter of 2002.

In spite of the recent stock market uneasiness, I personally believe that most households recovered a good percentage of the losses they may have incurred thanks to the recent bull market. Also, another very important factor is that home equity wealth rose by 8.5%, which means a better opportunity for consumers to utilize their home equity to help finance new pools.

I could go on but I am very optimistic and bullish on the economy and our pool industry in general. Take this time to seize the great opportunity to grow profitably.

Good, Sound Leadership

One of my mentors is Jack Welch the ex CEO of General Electric. Wow, what a great leader he was.

He believed there are four essential traits of a great leader. One,


successful leaders have tons of positive energy. They can go, go, go and love action and relish changes. Two, they have the ability to energize others. They love people and can inspire them to move mountains when they have to. Three, they have an edge – the courage to make tough decisions. Four, they can execute. They get the job done.

He calls this the four E's. However, I also believe there is one more trait – passion. By that I mean a heartfelt, deep, and authentic excitement about life and work. People with passion care. They really care about employees, colleagues, and friends winning. For those that know me, I work very hard on the above and truly believe it has helped me grow, both personally and professionally.

I pass this information along to you, because I care about you and your businesses. I hope it helps you in the growth of your business as well as personally.

Thanks again for your business and your loyalty to Paramount. We are growing successfully because of you and for that I cannot thank you enough.



P. S. We are already putting the finishing touches on our agenda for January's Passport to Paradise cruise to the Caribbean. If you haven't registered you need to get that done ASAP. Let your regional sales manager or Betty Eddie know if you have any questions and hopefully we will see you there!! 

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The Sales Corner

A feature by Paramount Pool & Spa Systems National Sales Manager, Bill Burt

58% OF YOUR PROSPECTS NEVER BUY!!

This may be the most important piece of pool sales information you will ever receive. There is a market research company by the name of P.K. Data which conducts a significant amount of research on the swimming pool industry.

According to a recent P.K. Data survey of prospective pool buyers; 58% elected not to buy a pool at all because of perceived maintenance hassles! (www.pkdata.net)

To show you how big of a concern that is, the second biggest concern at only 9% of prospective pool buyers was "a short season".

What do you think these consumers are thinking about when they say "perceived maintenance hassles"? I feel confident in saying this pertains to two major items;

- Maintaining the water chemistry
- Keeping the pool clean

We may not have the maintenance-free pool yet, but otherwise qualified pool buyers need to know that pools are getting ever easier to maintain. You must make a complete presentation that effectively addresses both the ease of maintaining water chemistry and the ease of cleaning to each one of your prospects. Paramount Pool & Spa Systems has developed a sales presentation tool that will give you a framework to sell the **COMPLETE POOL**.

The **Complete Pool** is one that will enhance water sanitation, cleaning, and also provides the additional benefit of more efficient heating (when the customer wants to heat the pool).



This new sales tool will show you how to put your prospects at ease by addressing their maintenance concerns. In fact, by addressing their maintenance concerns you are also addressing the short-season concern to some extent. Doesn't ease of maintenance mean more time to enjoy the pool? And doesn't a system that circulates the water help to eliminate "cold spots" when the temperature is cooler?

To assist you, we created the **Complete Pool** brochure that you may customize with your company's information. This brochure is available in quantities of 50 with an area on the back for you to place a 2" by 4" sticker with your companies information. There is also a print-ready PDF format that you can send to your local printer to be customized and printed, or you can customize it yourself if you have the proper graphics software programs in-house.

To obtain an electronic copy of the brochure, please send an e-mail to Kelsey Metcalf at kmetcalf@e-ppss.com. To order the preprinted brochure, simply call Paramount Customer Service or send an e-mail to paramount@e-ppss.com.

Good Luck - and Good Selling! 

Paramount Business Hours

Monday—Friday 6 a.m. - 5 p.m.

Saturday & Sunday Closed

Paramount's corporate offices are in Tempe, Arizona which is in Mountain Time. Please note that this area of Arizona does NOT observe Daylight Savings Time.

Paramount Acquires Aries Enterprises

All products will be relaunched under Liquid Studio.

Paramount Pool & Spa Systems has purchased the assets of Aries Enterprises, the suppliers of training videos for pool design drawing and coloring, template design books, technical layouts, and computer software.

Aries Enterprises, a Salt Lake City, Utah based company, was developed by Ron Layne, a former pool designer and pool/landscape contractor. The products were created to assist other pool industry professionals to draw, color, and present their designs to their customers. The Color Rendering Video, Workbook, and Marker Kit created by Aries gives easy to follow, step-by-step instructions on how to color any drawing to make an especially eye catching presentation for the customer. The 130 Design Template Book provides 130 pool and spa designs with vellum that the user can trace and modify as needed. The AutoCAD Drawing Package

The logo for "Liquid Studio Draw" features the word "liquid" in a blue, lowercase, cursive font. Below it, "STUDIO" is in a bold, blue, uppercase sans-serif font, and "Draw" is in a larger, blue, uppercase sans-serif font. A small blue water drop icon is positioned between "liquid" and "STUDIO".

contains all 130 pool and spa designs in .DWG format on disk and is compatible with AutoCAD and AutoCAD LT.

Paramount will keep supplying orders for the original Aries Enterprises products until we redesign and relaunch each product this year. Once redeveloped, they will be sold under the **Liquid** brand. For more information, please visit www.ariespools.com. 

NEW Business Solutions Manual and CD Set!

Easy to use and full of information.

Paramount Pool & Spa Systems' new Paramount Partner Business Solutions Manual and CD set is easy-



to-use and full of resources. Inside the CD you'll find forms, checklists, contracts, and letters that relate to Administration, Construction, Sales, and Marketing Management. The set also includes a manual with a printout of each document you'll find on the CD to help you find what you need quickly.

The tools within this disk and manual are the result of Paramount's partnership with our sister company - Paddock Pools. They incorporate Paddock's 45 years of experience in the pool industry and we are pleased to be able to make them available to you.

The CD runs automatically with a menu-driven format that's easy to navigate. All documents are completely customizable so you can add

your logo, company name, relevant phone numbers, and more and save them to be used as often as needed.



Part #: 004-102-8510-00

Laptop not included

documents. The set is available for \$995 and includes a \$500 credit if you order it along with the Customized Dealer Brochure.



NEW Products!

Dealer displays for all Paramount systems and consumer videos for PV³ and Vanquish

Paramount Pool & Spa Systems is pleased to announce that we now have a dealer display unit so that you can showcase PCC 2000, PV³, Vanquish, and Vantage in your showroom, store, or office. When complete, the display dimensions are 76" H x 24" W x 28" D and come with the Paramount Product listed above.

Each item comes off its pedestal or out of its holder so that your customers can truly get a feel for our products. The six included brochure racks can be used to hold the PCC 2000 brochures and flyers, as well as your company's brochure.

The roomy top shelf allows for up to a 22" TV/VCR or TV/DVD combination unit to play the appropriate video or your Liquid Concepts designs.

The unit retails for \$499 and can be ordered by calling Paramount at 1.800.621.5886, faxing us at 480.893.7621 or e-mailing us at:

paramount@e-ppss.com.

The new PCC 2000, PV³, Pool Valet, Vanquish, and Vantage Cleaning & Circulation System dealer display come with:

- 8 PCC 2000 nozzles and bodies
- 1 clear Debris Containment Canister
- 1 clear MDX Debris Removal System
- 1 clear Water Valve
- 6 brochure racks

The unit on the right shows the dealer display WITHOUT a TV/VCR or TV/DVD combination set.

We have created new consumer videos for both the PV³ and the Vanquish systems. These videos greatly complement the new dealer display and are the perfect sales tool to present to your customers. These videos run approximately 4 minutes and detail all the consumer benefits of owning a pool that's Powered by Paramount.

Contact our Customer Service Department today to order your copies. They are available in both VHS and DVD format.



In the late spring of this year, we will have a new PCC 2000 Cleaning & Circulation System consumer video as well. Keep an eye out for the flyers or the next newsletter announcing that it's available



TV/VCR or TV/DVD unit and shipping not included

Customer Connection

A NEW feature from the Paramount Pool & Spa Systems Customer Care & Quality Assurance Department.



The Customer Care Team. From left to right: Austin Senter, Amy Proulx, Linda Rainer, and Wendy Watson.

Our goal everyday is to be **# 1 in customer service** here at Paramount Pool & Spa Systems. To us, the customer *is* Paramount!

On the right is a chart to assist you in knowing who to ask for when placing orders or asking for Customer Assistance from Paramount. And remember, Linda Rainer, the Customer Care and Quality Assurance Manager at extension 11 is always happy to assist you.

Did you realize that you don't have to call us at **1.800.621.5886** to place an order? You don't even have to pick up the phone! You can also e-mail or fax your orders and questions right to us. Simply e-mail us at paramount@e-ppss.com or fax us at **480.893.7621**.


Shipping Reminders

- If you want same-day shipping for an item, you **must** call before **12:30 p.m.** Mountain Time that day.
- If you order **\$6,950.00** worth of product and pay within your payment terms, you will qualify for **Dealer FFA, Full Freight Allowed**. This allows you to deduct the freight charges on the invoice with purchases of our plastic products (systems, system components, waterfalls, canisters, and MDX) of at least \$6,950 shipped to one location and paid within the payment terms.

Quality Assurance



Our Quality Assurance Program is only available to Paramount authorized builders and incorporates 45 years of experience in the pool industry through our sister company, Paddock. Paddock's QA program has been utilized for seven years and has proved to be extremely successful for them. As a result, we make it available to you. A representative calls your customers and asks several questions related to the sales, construction, and service they experienced with your company. The information collected is kept strictly confidential and is summarized and sent directly to you.

All you need to do is provide us with the list of the customers you'd like us to call. The information we gather for you is valuable to your success and allows you to track your company's performance, identify any consistent behavior (whether good or bad), and reward or address those actions. You can even choose to set up a customized survey with questions specific to your organization. With Quality Assurance you can really stay on top of your company's performance and leave the groundwork to us. To get started, contact your regional sales representative or customer service representative today. 

State	Paramount Representative
Alabama	Wendy Watson ext. 17
Alaska	Linda Rainer ext. 11
Arizona	Wendy Watson ext. 17
Arkansas	Wendy Watson ext. 17
California	Wendy Watson ext. 17
Colorado	Linda Rainer ext. 11
Connecticut	Amy Proulx ext. 25
Delaware	Amy Proulx ext. 25
Florida	Amy Proulx ext. 25
Georgia	Wendy Watson ext. 17
Idaho	Wendy Watson ext. 17
Hawaii	Linda Rainer ext. 11
Illinois	Wendy Watson ext. 17
Indiana	Wendy Watson ext. 17
Iowa	Wendy Watson ext. 17
Kansas	Wendy Watson ext. 17
Kentucky	Wendy Watson ext. 17
Louisiana	Wendy Watson ext. 17
Maine	Amy Proulx ext. 25
Maryland	Amy Proulx ext. 25
Massachusetts	Amy Proulx ext. 25
Michigan	Wendy Watson ext. 17
Minnesota	Wendy Watson ext. 17
Mississippi	Wendy Watson ext. 17
Missouri	Wendy Watson ext. 17
Montana	Wendy Watson ext. 17
Nebraska	Linda Rainer ext. 11
Nevada	Wendy Watson ext. 17
New Hampshire	Amy Proulx ext. 25
New Jersey	Amy Proulx ext. 25
New Mexico	Wendy Watson ext. 17
New York	Amy Proulx ext. 25
North Carolina	Wendy Watson ext. 17
North Dakota	Linda Rainer ext. 11
Ohio	Wendy Watson ext. 17
Oklahoma	Wendy Watson ext. 17
Oregon	Wendy Watson ext. 17
Pennsylvania	Amy Proulx ext. 25
Rhode Island	Amy Proulx ext. 25
South Carolina	Wendy Watson ext. 17
South Dakota	Linda Rainer ext. 11
Tennessee	Wendy Watson ext. 17
Texas	Wendy Watson ext. 17
Utah	Wendy Watson ext. 17
Vermont	Amy Proulx ext. 25
Virginia	Amy Proulx ext. 25
Washington State	Wendy Watson ext. 17
Washington D.C.	Amy Proulx ext. 25
West Virginia	Wendy Watson ext. 17
Wisconsin	Wendy Watson ext. 17
Wyoming	Linda Rainer ext. 11
Outside of the U.S. (except Canada & Mexico)	Linda Rainer ext. 11
Canada & Mexico	Wendy Watson ext. 17



Cruise Away - Your Passport to Paradise


Join us as we sail away to the West Caribbean for eight days and seven nights...

In celebration of the 10th anniversary of Paramount's Passport to Paradise trips, join us as we sail off to the West Caribbean.

Beginning January 8th, 2005, sail with us on the Navigator of the Sea, a member of the Royal Caribbean fleet. Until the 15th, you will explore the Caribbean like never before, aboard a ship that boasts an ice skating rink, a rock climbing wall, a miniature golf course, a golf simulator where you can play courses from around the world, an in-line skating track, a five-story theatre, the list is virtually endless.

The ship departs Miami, Florida and cruises off to Labadee, Hispaniola; Ocho Rios, Jamaica; Georgetown, Grand Cayman; and then to Cozumel, Mexico. This trip promises to have something for absolutely everyone and offers eight days and seven nights to do it all. All you need to have to travel aboard the Navigator of the Sea is enough Paramount and Vendor Partner points and a valid U.S. Passport.

If you haven't already received your registration form in the mail - keep an eye out! It should be arriving shortly. Or you can e-mail Betty Eddie to request that one be mailed or faxed at beddie@e-ppss.com.

Can't wait to see you on board! 

Comments/Suggestions:

This is your newsletter and we want to hear what you think. Please direct any comments, suggestions, or questions about the *Dealer Insider* to:

Kelsey Metcalf
kmetcalf@e-ppss.com
1.800.621.5886

We welcome all contributions.



"We make pool care automatic."

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