



Maher's WaterCare

2901 HOOVER AVENUE STEVENS POINT, WI 54481-5608

March 15, 1999

Dear Fellow Dealer,

Do you need more good leads? Let me tell you about the telemarketing plan I use and the same program is available to you.

Dean Ramsden of Client Focus Connections offers to call home owners from a list you provide for a nominal fee. You may write the script or he will work it out with you.

I have them call between 90 and 120 homeowner's every week and I get anywhere from 3-8 appointments. Yes they set the appointments, all we do is call to confirm and verify directions to the house! I always call area's where we are running our advertising and I make deals.

The Ramsden families have been WaterCare customers for years and understand the service orientation of our business. I don't know of any WaterCare dealer that has time to make that many phone calls a week when you could be out selling instead.

Sincerely,

Bill
Bill Maher, CWS-V, CI
President



TOLL FREE	1-888-796-2437	WAUSAU	355-1545
STEVENS POINT	344-2900	WISCONSIN RAPIDS	424-3305
MARSHFIELD	387-6205	WAUPACA	258-8788
RHINELANDER	369-1719	HAZELHURST	358-3600

Master Plumber's Restricted Appliance License #MPRA03279

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