



Don't be afraid of installing mosaics

Humpback whales are becoming a popular mosaic feature in swimming pools – this one has been made by The Pool Tile Company

Arthur Mintie is Technical Services Supervisor at Laticrete International. Prior to working for the firm, he was a professional ceramic tile installation professional for more than a decade. Here he outlines a few ideas to make laying tiles easier, and take the fear out of laying mosaics. This information is from the US, so some measurements are in imperial; and it is not restricted to swimming pool applications, but covers mosaic tiling in general.

Mosaic glass tiles have been with us for many years, but nowhere near the level at which they are today. The number of colours, the different sizes, the unique shapes and the opportunities they offer for creative design are all growing at breakneck speed. Robert E. Daniels, Executive Director of The Tile Council of America, corroborates this, having stated: "From anecdotal evidence, we know that 'specialty' tiles are growing in volume at a rapid pace. This category would include mosaic glass tiles. Mosaic tiles can go virtually anywhere and are definitely popular in high-end residential as well as most commercial applications involving the retail public."

Whereas the popularity of mosaic glass tiles is increasing, there is a fear factor with some contractors. Familiar with in-

stalling traditional ceramic tile via traditional methods, they view today's mosaic tile as a foreign element, which requires special procedures relative to installation. This small group really has nothing to be concerned about. Mosaic glass tile should be installed professionally and problem-free with every project, providing the contractors are knowledgeable relative to certain techniques. Here are some answers to frequently asked questions relative to glass tile installation.

Why are contractors afraid to work with glass mosaics?

Since glass is impervious, it requires good mortar mixing and mortar spreading techniques as well as consistent and accurate tile placement. Additionally, most installers



The bold coloured tiles in the Euro Pools/Rafael Sanchez pool create a dramatic impression

who have had bad experiences with mosaic glass tiles losing bond, generally had that experience because they did not use quality liquid latex fortified portland cement mortar. Impervious tiles like glass require a thin-set mortar with tenacious bond strength. Simple dry-set mortars and most low-end, multi-purpose thin-set mortars do not have the bond strength to ensure a good "grip" to the mosaic glass surface. Also, most of the glass mosaic tile made in the past was paper-face mounted. Working with paper-faced tiles requires more skill and accuracy than other type of mosaic tile applications where the tile is generally back dot-mounted or rear mesh-mounted. Most installers have had bad experiences with these types of applications and therefore, they shy away from installations similar to these.

When installing glass tiles in "wet areas," what are some of the considerations?

For areas where damage can occur adjacent to or below the tile application (e.g. bathrooms, showers, countertops, etc.), installers should use a waterproofing membrane below the tile installation. Consult with the manufacturer of the mosaic tile installation materials to specify a compatible waterproofing membrane system relative to the building's substrate, which could consist of a number of different materials.

What are the special techniques for installing mosaic glass tiles?

There are two methods for installing glass tile mosaics:

A. One Step Method (thin-set and grout in one step)

If the glass mosaics are paper-face mounted, installers may use the one-step method of installation. In this method, the thin-set mortar should be spread on the substrate with a 3/16" square notch trowel and then additional thin-set mortar is combed onto

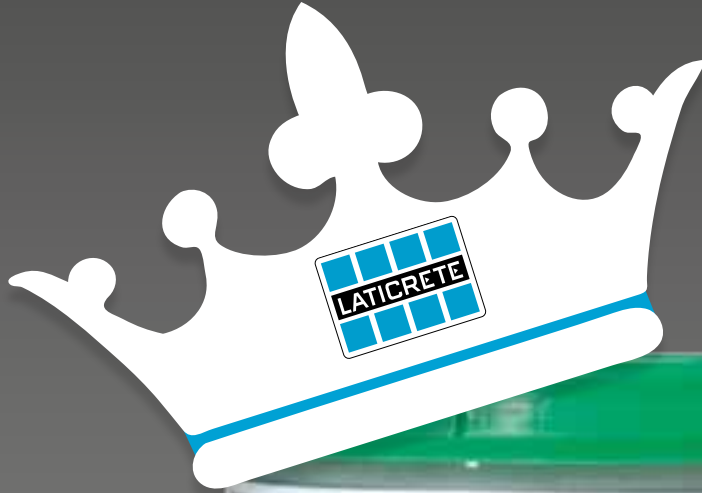


The tiling pattern on the surface of Singapore's Sea View Condominium hotel is made up from six different amalgamated colours, which are in turn created using different ratios of the same blended tiles



Swimming pools are golden – well, at least this GAVA-winning pool is, featuring Ezzari's Titanium Gold range in the Marilor Hotel in Poland

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the backs of the tile sheets, (in effect, filling the grout joints with the thin-set mortar). Using a liquid latex thin-set mortar designed for this purpose, contractors should then mix in a sanded grout and use this combination of material as a "coloured" thin-set mortar. The tile sheets should then be placed into the freshly spread thin-set mortar and tapped into place with a beating block or rubber grout float. Via this technique, the contractor will have installed and grouted the tiles in one application. Once



Palm trees make for another interesting mosaic for a pool floor. This one is by Artistry in Mosaics. For more information go to www.artistryinmosaics.com.au or call 0401 012 015

the tiles have reached an initial set, then the paper facing should be peeled off. After the tiles are set firm, the same "coloured" mortar should be used to touch up the grout joints where the sheets meet and for any other pinholes, imperfections, etc.

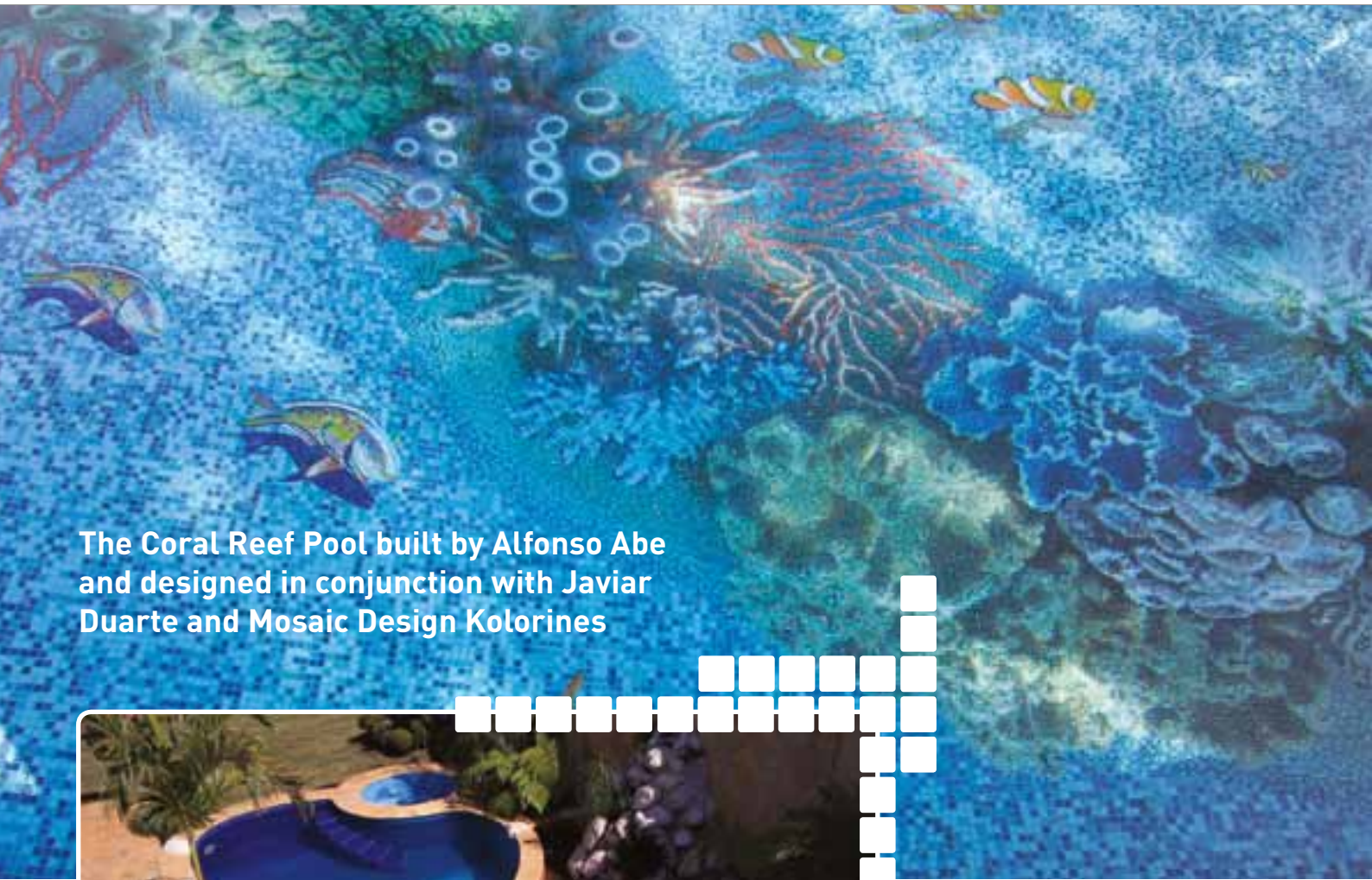
B. Conventional Two-Step Method

For rear mesh-mounted or paper-face mounted mosaic tile, spread the thin-set mortar (generally white in colour) onto the substrate using a 3/16" square notch trowel. Then, carefully set the sheets into place and tap with a beating block or rubber grout float. (For paper face-mounted tiles, once the tiles reach an initial set, peel off the paper.) Once the tiles are set firmly in place, contractors then can grout all tiles in the normal fashion.

In either method used, installers should be as accurate as possible in placing the



A residential family pool with the design aesthetics of an upmarket commercial project. This pool features tiles and coping by The Pool Tile Company, including Light Sky Blue Pearl glass mosaics, with soft Linen Travertine used for the coping and surround paving, while the feature wall beneath the spa has been created from Crema Marfil marble mosaics



The Coral Reef Pool built by Alfonso Abe and designed in conjunction with Javier Duarte and Mosaic Design Kolorines



The GAVA winning Wave On Pool built in Cuernavaca Mexico by Joseph Ventura and designed by Francisco Perdomo of Moscaicos Venecianos

mosaic tiles. Rear mesh-mounted tiles are more forgiving in that the tiles can be more easily adjusted (if necessary).

Techniques for installing glass tiles (not mosaics)

Use high-quality liquid latex fortified thin-set mortar (generally a white thin-set is used). If installing for walls, start from the bottom up – use a supporting ledger board fastened to the wall, in order to support the weight of the installation. Spread the thin-set mortar, using a notch trowel to ensure maximum coverage. The tiles should also be back-troweled with additional thin-set mortar to

ensure that the mortar's trowel lines do not show through the mosaic glass tiles.

The mosaic tiles then should be tapped into place, with either a rubber grout float or a rubber mallet. For larger format glass tiles, layout can make the difference in the final appearance. Spread out the work to visualise the finished job. This is done so that cuts ultimately are minimised. The more full tiles one sees, the better the installation appears.

Special tools required:

- For glass mosaics:
 - Glass mosaic tile nippers – a special type of nipper that has cutting wheels on both

Download the Laticrete manual

LATICRETE has an extremely useful technical manual for tiling and using adhesives compiled by the Laticrete technical service staff. It deals with all applications for tiled swimming pools, fountains and spas, and is free to download at: http://www.laticrete.com/architects/technical_design_manuals.aspx or you can go to www.splashmagazine.com.au for a Quick Link under the News tab.



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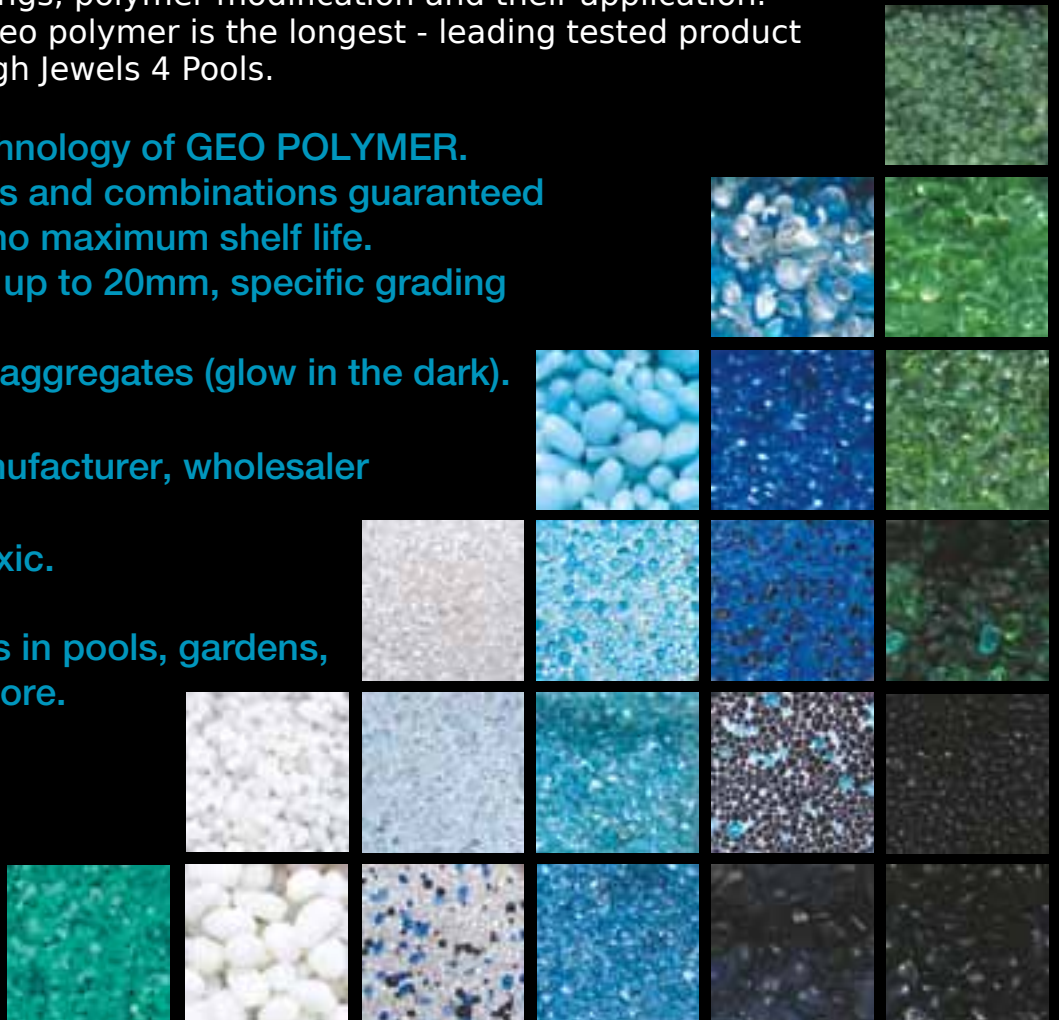
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nipper arms give this tool the ability to cut through the glass and make very accurate, very straight cuts.

- 3/16" square notch trowel – a great trowel for installing glass mosaics – however, it is hard to find. You may have to special-order this tool.

Cutting glass mosaic tiles:

- Use the glass mosaic tile nipper to make accurate cuts for glass mosaics. For larger format glass tiles, we recommend the following cutting and fitting guidelines:
 - Straight cuts: score and snap with hand cutter, newer 8 mm carbide wheel housed in a ball bearing casing. The lighter you score (applying the least amount of pressure to score the tile) the better it snaps – the glass tile does not break because of the force; it breaks because of the heat generated from the carbide wheel.
 - Corners: nip with nippers.
 - L shaped cuts:
 - (A) Marble diamond bit (5" wheel) on an electric hand grinder. Using masking tape over cutting line may minimise chipping.



Contractors needn't be afraid of working with mosaics, says Arthur Mintie of Laticrete

(B) Wet saw may result in chipping top and bottom of mosaic tile causing an irregular edge and some colour loss. It is only recommended when cut area will be covered by more than ¼" of switch plate or moulding. Using masking tape over the cutting line may minimise chipping. Wet saws, generally, are not recom-

mended for cutting high quality glass. High-quality mosaic glass tile has a manufacturing process resulting in tile with breaking strength that exceeds 970 lbs. per sq. inch. Most wet saws cannot cut the tile without excessive vibrations, which cause chipping.



The bold coloured tiles in the Euro Pools/Rafael Sanchez pool create a dramatic impression



A large, complicated tiling job in progress. Mosaic tiles are popular in high-end residential as well as commercial applications

What type of grout should be used when installing mosaic glass tiles?

For best performance in all types of installations, and to get a grout joint as dense and easy to clean as the mosaic glass itself, I recommend using an epoxy grout. (Note: epoxy grout can only be used in the conventional two-step method of tile installation.) Generally, epoxy grout is best for wet area applications.

Installers can also use a non-sanded or sanded grout depending on the grout joint texture desired. The non-sanded grouts will have a smoother texture, while the sanded

grouts can look a little more rustic. Also, note that most sanded grouts will achieve higher strengths than non-sanded grouts.

There is more that could be written here, but the main point overall is that installation of glass tiles, whether they are mosaics or larger format units, is nothing to be afraid of. Mosaic glass tile is so beautiful that if every project is installed correctly, the subsequent outcome should ultimately be a brilliant work of art.

For more information on this article call Laticrete on freecall 1800 331 012 or email info@laticrete.com.au.



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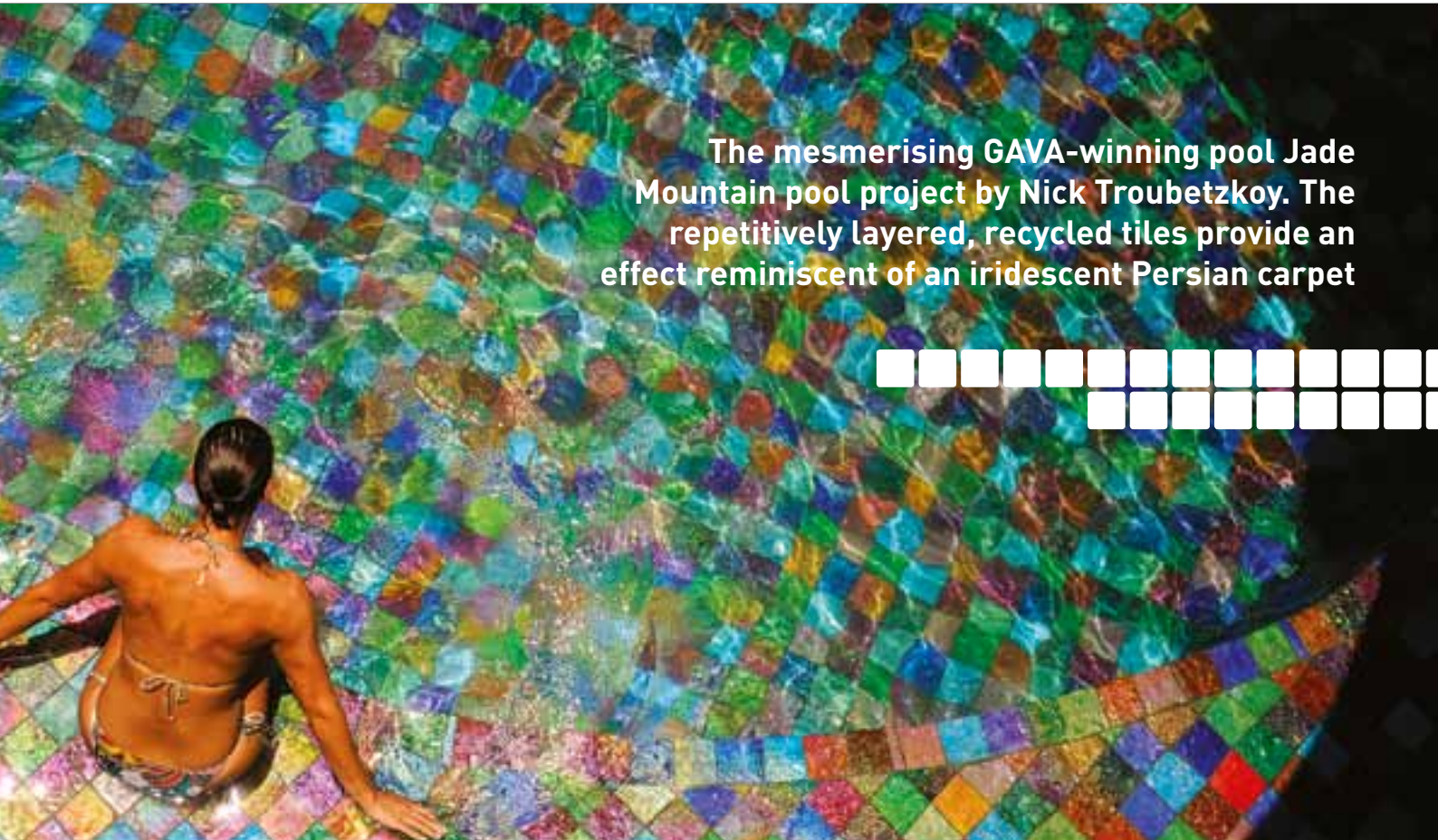
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The mesmerising GAVA-winning pool Jade Mountain pool project by Nick Troubetzkoy. The repetitively layered, recycled tiles provide an effect reminiscent of an iridescent Persian carpet



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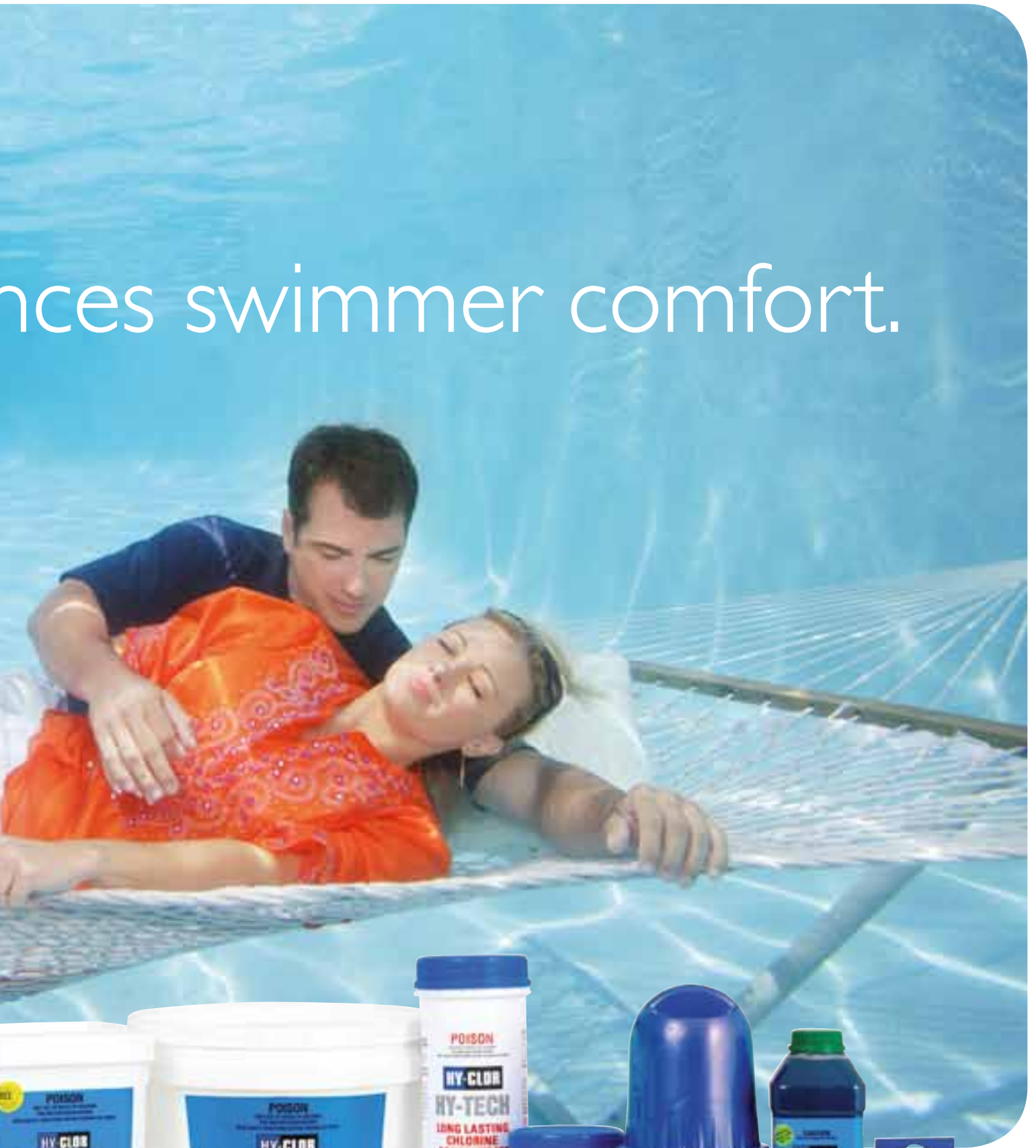


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Tips for native landscaping around pools

Nursery Road Garden Supplies in the Macedon Ranges is one of Victoria's only native nurseries and is set on land owned by an Indigenous Cooperative.

The nursery's Indigenous owners, Natalie and Ashley Brand, are both passionate advocates of native flora and committed to promoting cool climate Indigenous species. The property is leased from the Jerrang Aboriginal Trading Cooperative.



Natalie Brand, co-owner of Nursery Road Garden Supplies

Natalie Brand offers the following tips for landscaping with native plants:

1. The ideal planting period is between autumn and spring as the rainfall tends to be higher.
2. Prepare the soil by forking into root level plus half again, approximately 10 to 20 inches (250mm to 500mm) depending on the plant size.
3. Add good organic matter to the soil to ensure high levels of nutrients.
4. A good practice is pouring water in the hole to see if the drainage is good. Add gypsum if poor, to ensure the plants roots don't drown.
5. When placing the plant in the soil place a water catchment around the plant to ensure rain is caught.
6. Mulch the area around the plant, keeping the mulch back from the root of the plant. Inorganic (sand or gravel) or organic mulches are best (although will need replacing over time).



Natives on display at the nursery

7. Good native plants for planting around either a salt or chlorine pool include banksias, callistemon, grevilleas, ferns, grasses and palms. These species are suitable near a pool as the levels of salt/chlorine as a percentage of the pool are reasonably small compared with the total volume of water and subsequently not damaging to these particular plants.
8. Indigenous plants/grasses are quiet common and attractive around a pool area and resistant to most problems, if any, that may be introduced.

The nursery runs seminars and hosts lectures throughout the year, helping people better understand native plants.

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“Indigenous plants/grasses are quiet common and attractive around a pool area and resistant to most problems.”





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The winning design

An Australian landscape team has resurrected itself following the Black Saturday fires to win at the famous Chelsea Flower Show in London.

The Royal Horticulture Society (RHS) in London has awarded the "Trailfinders Australia Garden" presented by Fleming's Nurseries' with a prestigious Gold Medal. The landscape is built around a glass walled splash pool and was designed by Scott Wynd.

This was the fourth gold medal win at the Chelsea Flower Show for Fleming's Nurseries, and the result is even more of an achievement when it is considered that they were forced to postpone last year's entry following the Black Saturday fires which destroyed one of the Fleming's largest growing locations in Taggerty, Victoria.

Designer Scott Wynd was also involved in the Show in 2005, when his landscape company, TLC Pools,



Judges and public were impressed by the way the pool and landscape combined



The Aussie team

constructed Jack Merlo's gold medal winning garden for Fleming's.

Wynd joined the Australian team as project coordinator each subsequent year and this year is finally taking centre stage with his own design.

The team all volunteered their time to the project – which took 17 days to complete.

Project founder and Fleming's director, Wes Fleming, said the result is another major coup for the Australian horticulture industry and delivers a strong message about the high level of the industry by world standards.

"We are exceptionally proud to showcase Australian horticulture talent on the world stage – and today's medal proves that Australia is among the very best in the world."

Three shipping containers comprising all the construction products, materials and tools – right down to glue and nails – left Australia in March and arrived onsite in May.

Plant materials are sourced throughout Europe due to international quarantine restrictions and timeframes, with this year's highly praised and impressive feature plant, giant *Strelitzia*'s, sourced from Rome in Italy. Other plants were found in Italy, Spain and the United Kingdom with the overriding theme indicating a "jungle" atmosphere.

The garden's lap pool, spa and wet bar were a first for the show and proved a huge hit in the United Kingdom with judges impressed by the complementary design elements and planting features.

For more information go to www.flemings.com.au/chelsea. 📍

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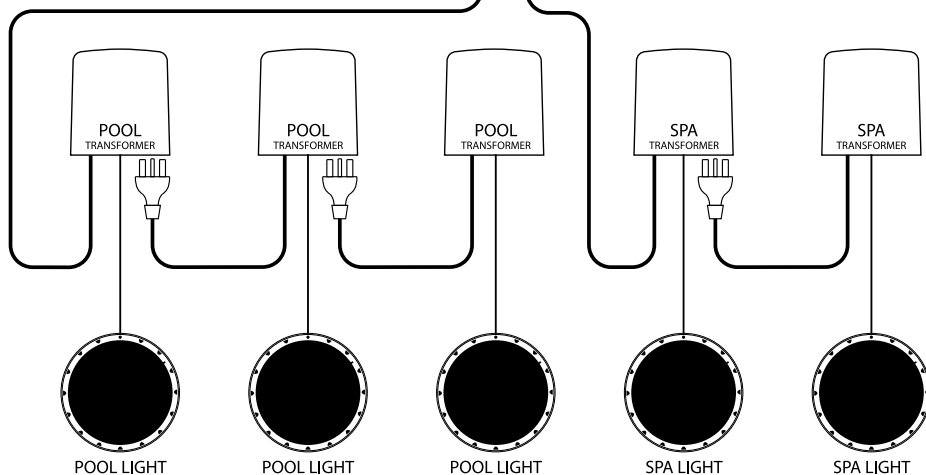
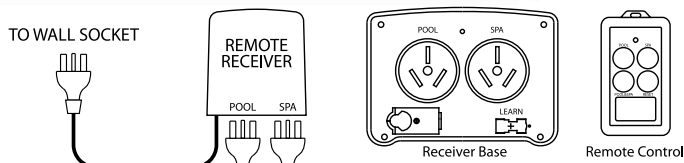
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Focus Products also has specialised support for pool builders and service operators to meet their unique product requirements and service delivery needs. Pool builders have access to the powerful range of Noria equipment with extensive warranties and the technical experience of Australia's leading chemical provider. Service operators have access to the entire Focus range with technical support and training targeted at their specialised role within the industry.

Caring for the environment continues to remain in the mind of the Australian public. With demand for greater environmental awareness growing Focus Products has put forward the WaterEarth initiative. The goal of the environmental initiative is to help pool and spa owners "get the balance right" in protecting precious Australian water resources. WaterEarth

encourages professional solutions and services to ensure a better understanding of the correct type and dosage of chemicals for managing recreational water. Also WaterEarth encourages the minimisation of waste water released into the environment and its subsequent effect.

At SPLASH! Pool & Spa Trade Show 2010 Focus Products is announcing a new generation of smarter software, services and systems as part of its ongoing commitment to develop stronger and more profitable independent pool and spa businesses. The new technology solution, called Liqua, comes from the experience and backing of Focus Products ability to bring innovation to the pool and spa industry.

Liqua's platform will cover three fundamental areas for pool and spa businesses; water analysis, service management and customer communication. Liqua lets businesses free themselves from the increasing burden of dealing with complex technology. Business owners won't require degrees in computer science to operate and won't lose valuable time combining a complex mix of software packages in order to support their day to day service operations.

A simpler, unified set of Liqua applications and services will form a foundation that will see pool and spa businesses returning to core values. Liqua delivers less "geek" distractions and more time for real customer service. The first part of Liqua, Liqua Sense, will be rolled out for the coming 2010/2011 swimming season through the Focus Dealer Network with Liqua Synergy and Liqua Sync to follow soon after. For more details visit the website www.focusproducts.com.au/liqua

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Since its launch in February '08, Hyundai's iLoad van has been selling up a storm.

PAUL MATTHEI, editor of our sister publication DIESEL magazine, recently put a tonne in the back to discover what all the fuss is about.

You have to hand it to Hyundai. Since landing in Australia in 1986, the company has progressed to become one of the most successful auto outfits this country, and indeed the world, has seen.

Starting with a small, economical hatchback offering, its range has expanded exponentially to also include medium-sized sedans and a whole gamut of all-wheel-drive "soft roaders", including seven-seat varieties.

While the earlier '80s and '90s models – in keeping with their 'cheap and cheerful' price tags – were regarded by some as having questionable build quality, the past decade has seen Hyundai take giant strides in this area, to the point where it is now producing vehicles of truly world class standard. What's more, the meteoric rise in quality control hasn't been accompanied by

excessive price elevation, meaning Hyundai vehicles in general still reflect exceptional bang for the buck.

Keen to further expand its horizons, the company staged its first foray into the light commercial and people mover segments with the 'i twins'; a one-tonne van called iLoad and an eight-seat people mover known as iMax. While we won't go into too much detail about the latter here, suffice to say it's a very clever adaptation of its commercial counterpart.

As for the iLoad, it's offered in two models – three-seat van and versatile six-seat crew van – both serious workhorses built to satisfy the needs of demanding trade and freight carrying customers. Featuring sliding doors on both sides and a lift-up tailgate as standard, each version can be optioned with rear barn doors that open more than 180

degrees allowing a full-sized pallet to be forklifted into the cargo bay. What's more, the same can be done from either side of the three-seater as it has ample space to accommodate two loaded pallets.

In both cases, separation of the load compartment from occupants is first class with a robust pressed steel bulkhead complete with window in the crew version and a sturdy mesh item with a clear plastic curtain attached in the three-seater. Load security is entrusted to a set of strategically located floor-mounted lashing eyes of which there are 10 in the standard van and six in the crew.

Up front, iLoad features a comfortably contoured driver's bucket seat and a two-seat bench for passengers. When not in use, the centre seat backrest tips forward to form a wide armrest with inbuilt cup holders and an open-topped storage bin. Cleverly, it can also pivot back to horizontal in the other direction where it functions as a handy stool for tradespeople who may need to do close-up work inside the cargo area.

Standard safety features include dual front airbags, remote keyless entry and alarm, along with anti-skid brakes (ABS) with electronic brakeforce distribution

(EBD). Driver and outer passenger seat belts are height adjustable and feature pre-tensioners and load limiters. There are power front windows and exterior mirrors, as well as a tilt adjustable steering wheel complete with audio control buttons and a remote fuel flap release which for obvious reasons won't operate when the nearside sliding door is open. Optionally available (curiously, only on diesel versions) is the combination of electronic stability program (ESP) and traction control system (TCS).

Speaking of traction, iLoad buyers can choose between a 2.5 litre CRDi (common rail direct injection) diesel or 2.4 litre petrol mill, both punching into a five-speed manual 'box or an optional five-speed "Selectronic" automatic. The diesel delivers 125 kW of power at 3800 rpm and 392 Nm of torque between 2000 and 2500 rpm while the petrol produces 129 kW at 6000 rpm and 228 Nm at 4200 rpm. Comparing these figures, it's easy to understand why around 70 percent of iLoad buyers tick the diesel box.

And to top it all off, iLoad comes with a warranty period that extends to five years or 160,000 km, whichever comes first.

Makin' a mile

Our test unit was a manual diesel configured as a three-seat "tradie's special", complete with options of nudge bar, roof racks, conduit carrier, cargo barrier and curtain, and a plywood lined load floor.

It's interesting to note that iLoad's overall height (minus the roof racks) of 1935 mm means it will comfortably clear most underground carparks. What's more, Hyundai has subsequently made the roof mounted aerial shorter to further help this cause. Conversely,

an unladen ground clearance of 190 mm allows it to take rugged building sites in its stride – even more so if the optional locking differential is fitted.

Initial driving impressions suggested the vehicle was solidly built and well up to its intended tasks, a feeling that remained undiminished after one tonne of firewood had been placed in the back. Make no mistake, with overall length and width of 5125 mm and 1920 mm respectively and a wheelbase of 3200 mm, this is one vast van. And the cargo bay can be veritably described as cavernous. We're talking a length of 2375 mm, width of 1620 mm (1260 mm between wheel arches) and height of 1350 mm.

Yet despite its dimensions, the iLoad doesn't drive like a tank; in fact, it's surprisingly nimble with an astonishingly small kerb-to-kerb turning circle of 11.2 metres and with just 3.57 turns of the steering wheel from lock-to-lock. This is accomplished by power assisted rack-and-pinion steering with the front wheels oscillating beneath gas filled Macpherson strut coil spring suspension. At the rear, the solid drive axle is located by traditional leaf springs backed by gas shockers. Rims are 16 x 6.5 inch steel items shod with 215/ 70 R16 tyres and a full sized spare wheel is standard. Front and rear wheel tracks are 1685 and 1660 mm respectively.

It's also well endowed in the braking department with 300 mm ventilated discs grabbed by twin piston callipers at the front and 324 mm ventilated discs with single pot callipers and a drum-in-hat parking brake arrangement out back. Importantly, pad wear warning indicators feature front and rear. During several days of city and suburban driving with a reasonable payload on board,



Load up. With a payload capacity of 1132 kg and optional rear barn doors, iLoad can accommodate two forklift loaded half-tonne pallets


the brakes never failed to impress with strong stopping power under all circumstances.

It was a similarly positive story in the power stakes. Aided by a well spaced spread of gear ratios, the diesel iLoad made light work of a gross vehicle mass just 40 kg shy of three tonnes. It certainly felt lively enough to comfortably tow a braked trailer weighing a maximum of 2000 kg bringing the allowable gross combination mass to a hefty 5160 kg.

Equally impressive was a fuel figure of 13 km/litre (36.7 mpg) achieved during an even mix of metropolitan and motorway driving.

All up, it was difficult to find anything negative about the iLoad apart from a few nitpicky things. I found the audible clicking of the turn signal too soft to hear in traffic or when the radio was on, making it necessary to look at the dash light to make sure it hadn't cancelled unintentionally. And the passengers' seat belt shackles didn't protrude far enough from the seat making them hard to access. Aside from that, it was surprising that the rear barn door option doesn't include wipers and washers for the back windows.

Like I said, nitpicky things that Hyundai should find easy to address. Overall though, it was easy to be impressed with the package and it's not hard to see why some European van distributors have felt the need to drop their prices of late. Indeed, iLoad recently posted its best ever monthly result with sales of 657 units delivering 33.7 percent of its market segment and number one ranking for the very first time.

When you're on a good thing...! 



Creature comfort. The car-like cab environment features a comfortably contoured driver's seat and sporty dash-mounted gear selector

Greeting your prospects

Last issue of *SPLASH!* **Marco Longley**, author of *The Ultimate Hot Tub and Pool Sales Book*, offered some advice on the steps toward closing a spa sale. Now, he provides more detail on the first step: greeting your prospective customer.

A relaxed greeting to welcome prospects into your showroom will go miles towards building a great rapport, which is crucial to earning your prospect's trust and confidence. A potential customer is approaching: your shoes are shined; you've checked your breath; your hair has been neatly coifed. You look like a professional salesperson.

NOW WHAT?

You need to make a connection, find common ground and, most importantly, make a friend.

- The goal when greeting your prospect is to relax them and begin to build a strong rapport.
- People buy from people they like and trust.
- People buy when they are comfortable.

The initial contact

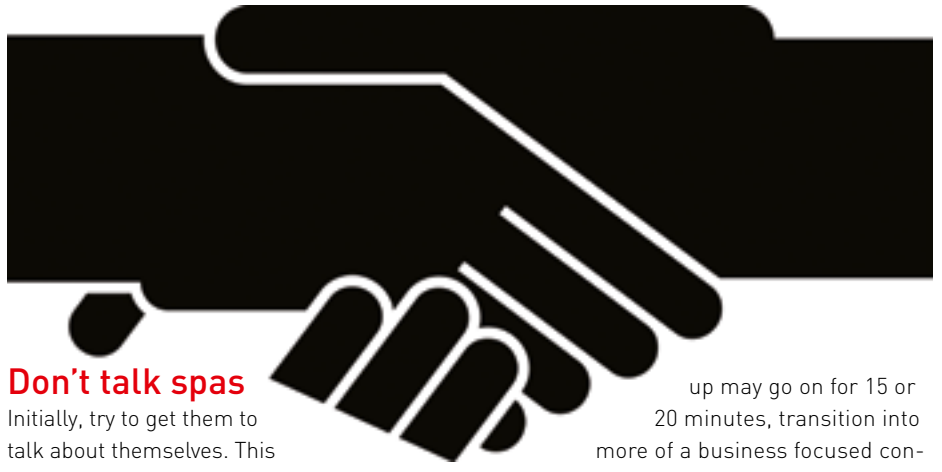
You have heard this before...SMILE! Yup, pretty simple. SMILE, SMILE and SMILE.

A smile is contagious and will often be reflected in your prospect. You must acknowledge the prospects are in your store, but in a very casual, non-threatening manner. In order to get physically close to them, without yelling across your showroom floor, here are several easy methods that always work, in the event you are not comfortable with a casual, yet effective hello.

Have a cleaning rag in your hand and do a "drive-by." Walk near them with a brief greeting (try, "Thank you for visiting our store.") and wipe down a spa near them. Perhaps you can move an item from one part of your store to the other side.

Rearrange your plants, spa steps or any other décor feature. Remember how they initially perceive you – as a SALESPERSON! Try to remember how you felt when you were out shopping for an item and you got blindsided by an aggressive salesperson. Many prospects either feel ignored or overwhelmed by salespeople.

Make a friend and get your prospects to laugh if you can. Allow them to look around and give them time to get comfortable with your store setting.



Don't talk spas

Initially, try to get them to talk about themselves. This is the warm-up part of your presentation; you are building very important rapport with your prospect because you will need that rapport later. Start your dialogue with anything other than the products you sell and promote.

Ask about an outfit, a child, a piece of clothing, a recent sports game or even the weather. Don't talk about religion or politics. Just be sincere when you ask your questions. Talk with them as if they are already your friend and this may be their second or third visit to your store. Always include every member when you introduce yourself, never leave the kids out, as they can be your best allies or your worst enemies. Do you have a kids' play area to keep them entertained in the event they don't want to be dragged around your store? Offer your prospects a coffee or water; it is a very nice goodwill gesture.

Never prejudge your prospect. They may have muddy boots on and a dirty work shirt and look they don't have a cent. I was working with one such prospect and everybody in the store figured I was wasting my time with them. After spending a pleasant 10 minutes warming him up, I moved through my presentation and eventually sold him a spa. As we were doing up the paperwork, I kidded him about tracking mud through the showroom. He apologised and explained his occupation. It turns out he owned one of the largest sod and landscape companies in the country and was easily worth far more than you and I will earn in 10 lifetimes. As he left the store, I watched him get into his brand new Mercedes, muddy boots and all. Never prejudge.

Transition into credibility

After an initial warm-up, and your warm-

up may go on for 15 or 20 minutes, transition into more of a business focused conversation with, "What brings you in to our store today?" (If it rolls off your tongue smoothly, replace "our store" with your actual store name and you have started branding your store name.)

"What have you heard about our store?" (Again, use your store name for added branding.)

"Mr Prospect, before we go look at our spas, if you are like most people, you probably have two questions. What spa am I going to buy and from whom am I going to buy it? Does that sound about right?"

This is a very important step not to be missed; you have started to ask questions and proven your professionalism by correctly indentifying their concerns in advance of them bringing them up.


"Let's get started over here." (Direct or lead them to a different area of the showroom, next to your credibility wall made up of pictures of happy spa owners and awards or other forms of your store's recognition.)

You have now taken control and they will follow your lead. Never say:

- "Can I help you?"
- "Look around and let me know if you have any questions."
- "What do we have to do to make a deal today?"

An effective greeting will result in very relaxed and attentive prospects that are looking forward to discussing hot tubs with you. Congratulations, you have started the sales process on the right foot and are now ready to build value as you discuss your credibility.

Next we'll look at step two on the way to closing a sale – establishing credibility.

For more information go to Marco's website at www.top10salesandconsulting.com. 



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