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# Heating up the SPA MARKET

Traditionally, winter is the time of the spa. While some market regions have been cool, others sectors are warming up – and technological innovation is playing its part.

**R**ob Kruger, manager of Melbourne-based manufacturer Just Spas (part of Spa Industries) says that while the Australian market is small, the spa consumers are becoming more educated about what they want.

According to Kruger, this education is expressing itself in a customer desire for customised products.

“Our manufacturing process can do custom builds – the market’s asking for more alterations, different colours, differing placement of lights, etcetera. In our factory we now have more customisability – and that’s one of our strengths in the marketplace.

“We’re still an Australian manufacturing entity and we’re very committed to Australian manufacturing. We feel you can control the production much better than if you’re just an importer or a distributor.”

A Jadan Spa taking pride of place in the outdoor entertainment area



Relaxing in a warm Jadan spa

## “Heating efficiency will drive the future.”

Kruger says the other strength of the company is their distribution network. The Just Spas retail group is now three years old and has grown to be Australia’s largest chain of spa retail speciality stores. They have 60 stores nationally, with most in Victoria and New South Wales, but a solid presence in other states; as well as having two Leisure-rite stores in New Zealand.

Since acquiring NZ company Leisure-rite, Just Spas has moved the brand into the Australian line-up, promoting it as a “bargain premium” brand.

“The Leisure-rite brand is going pretty good – we still have two stores and a nice percentage of the market in New Zealand. Over here, we say it’s the most affordable spa in Australia. The entry level is from \$4990, but the supreme spa with two pumps, stereo and all mod cons for a five to six seater, 2.3 metre spa is \$8990. The equivalent premium spa in another brand might cost \$13,000 or \$14,000. We say they’re the most economical Australian-made spas, and they’re quite successful for us and for our spa dealers.”

Kruger has found the market a bit tight at the moment, but believes it will come good again soon. He says that the typical spa owner is someone who has seven years equity in their home, and at the moment those buyers are harder to find.

“No one just saves \$10,000 these days, but if their equity comes in, they just stretch their loan a little more. Over the past three or four years the consumer hasn’t had that luxury. But when the market starts to shift and property values start going up, we will find that comes back again.

“This year we were a little bit cursed – the market tends to need three things to really take off – the economy has to be buoyant, water has to be in good supply, and we need a warm summer. Each year we seem to miss out on one of those three. This year, the rest of the country missed out on summer, but Western Australia had a late one. That market has just fired up again recently and had a really good month. Victoria seems to be very good but flat, while New South Wales seems to be on the rise with WA. Queensland is a bit reduced due to the floods.”

### Heating innovation

Kruger sees technological innovation set to invigorate the spa industry, largely through changes to the way spas are heated.

Just Spas’ latest model uses gas, combined with a new pump and a proprietary “bridge controller” to reduce the energy

used and cost per week of running the spa.

“We used to use gas heaters before,” says Kruger. “But we had to use a 3/4 hp pump so it was costing up to 90c per day just to filter. Typically, a portable spa costs about \$7 to \$10 per week to heat, and a lot of people have been trying to use heat pumps but the heat-up time is quite long.”

Kruger says it’s only since the advent of variable speed pumps, that using gas on a spa has been economical. Now, they’ve put a Fasco variable speed pump on their spa to run the filtering and heating efficiently.

“When the variable speed pump on the Hybrid spa calls for filtration, it runs 1450rpm to 1500rpm and costs 30c per day to filter for 8 hours. It filters about 48,000L per day.

“But 80Lpm or 100Lpm isn’t enough for the gas heater – so it ramps up 1900rpm when it needs the heat – which then flows at about 130Lpm. That’s enough to trigger the gas heater, which heats up by about 23 degrees in an hour – about 40 minutes to get to operating temperature which is pretty good.”

Kruger says that means it will cost about \$2 per week for filtering, then \$1 each time you want to use it.

“So if you use it just on weekends, it’s cheaper. Moving from 24 degrees to 38 de-

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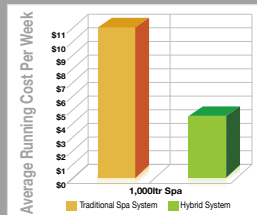
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grees costs you a dollar. If you use it two days in a row it's only about 40c, because you only lose about four degrees overnight."

The Hybrid Spa Technology System is available on all spa models from Just Spas. It was on display at the recent Melbourne consumer show. Just Spas sold more than 100 spas at that event, and 20 per cent were the hybrid product.

## Heating up in the West

Western Australia is the current hot spot on the spa market. Jadan Spas is the spa arm of Perth based pool and spa manufacturer, Aquatic Leisure Technologies, and the leading brand in the west.

Andrew Farmer, Sales Manager of Jadan Spas, says that the mining boom is continuing to drive the west, and they've had some good results recently, particularly at the most recent consumer show in Claremont.

"We've had to go through a tough period after the 07/08 boom," Farmer says. "2009 and 2010 was a period of consolidation, but our view is that in this market we're doing pretty well. The mining sector is growing – as usual – new workers are coming in and the building/housing sector



The Monsoon from Just Spas, incorporating the Hybrid spa technology system



One of the Jadan designer warehouses where several options can be viewed at the one time

is pretty strong. Of course, it also depends on what comes out of Canberra in terms of interest rates, but growth is predicted for WA."

He says one of the more interesting things about the show at Claremont was the fact that as well as Jadan Spas and Just Spas, there were some other suppliers who don't normally make their

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way out west, including Heritage, Sapphire, Hot Springs and Jacuzzi, perhaps sensing that the West is where it's happening at the moment.

"We were quite impressed with the show. It was an active crowd and we thought the crowd was there pretty much the whole time. We were very happy. It's nice to know that you're still doing okay even when you've got that much competition."

Jadan Spas are now assembled in China from Australian parts including Edgetec jets and Davey equipment.

They also supply the American-made products Sundance Spas and LA Spas into Western Australia.

"The reality is that with the dollar reaching parity, the US product is more viable now," says Farmer. "It's effectively turned

an expensive brand into something that is more of a viable option. Now we can buy at a better price and pass that on – the price to the consumer is down by as much as 20 per cent.

"We've seen in an incline in sales in those particular products – almost 100 per cent increase in sales of the American product over the past year, although that's off a low base.

"We've found that astute buyers will pay a little bit more – and understand what they get for their money. They're becoming quite savvy, and the American technology is outstanding."

Another big change for Jadan is that they've consolidated their two brands – Spa Showcase and Jadan – into one brand and have combined them into three new "warehouse design stores", which are large showroom-style outlets.

The Jadan Spas range represents about 70 per cent of their product, starting at \$5990 up to \$10,000.

On the east coast, they sell the spas through Maax Spa Australia rebranded as Relaaax, and they also export to Reunion Island. Farmer says that while it's a good story to be sending product offshore, they're mainly trying to consolidate in Australia, particularly in their major base of Western Australia.

### Importing versus manufacturing

Maax Spa Corporation was a family-run spa manufacturer that had been operating out of Melbourne since 1999.

Last year, they had to shut the doors as a manufacturer. The brand and moulds were bought by a multinational operating out of China and the company became Maax Australia. While it isn't a family business anymore, many of the original Maax people are still onboard including family members such as Lisa Devenish.

"We're like a new company," says Devenish. "We've had to go back and start from scratch. So it's a restructure of the model – they wanted to keep me on because of the relationships. It's sad because we lost the family business, and lost a lot of employees from Maax Spa Corporation.

"But I'm really proud of what we'd done previously, because it put us in a good stead to do what we're doing now – but the company is moving forward. And we still employ Australians – Maax Australia is employing sales people, marketing people – we are still the marketing base here.

"Since we've moved to importing product, the quality's actually better than what was being made here," says Devenish. "If you do it properly, China can be really good – with the right sort of communications set up.



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“Relaax is our more consumer cost effective product, Maax is the higher standard product. Sales have been quite good both nationally and internationally – Perth is really good and Melbourne is picking up.”

## A heat pumped future

Michael Wilson is managing director of Melbourne-based manufacturer, Heritage Spas.

He’s observed a downward trend since the GFC two and a half years ago. He says it’s hitting home now with other issues.

“The Queensland floods didn’t help,” says Wilson. “But there’s also been heavy rain on the New South Wales north coast and there were the Victorian floods as well. On top of that there’s the consumer sentiment with interest rates and the like, so many people don’t have the dollars to spend.”

Wilson says he feels it’s not just the spa market, but many aspects of the whole economy have slowed, with



A Jadan spa complete with music system



Ukko timber hot tubs use an Australian designed heating system that keeps the tub ready for use at any time while minimising running costs.



Sunlover and Spa Industries won the 2010 SPLASH! Environmental Award for the AquaTemp product. By incorporating a highly efficient heat pump inside the shell of the spa, it can recover the heat generated by the motors as well as the hot air under the spa cover, converting the energy into warm spa water and maintaining high coefficients of performance all year round. Sunlover estimates a saving in carbon footprint and running costs of up to 50 per cent.

families being particularly cautious about spending money.

“People I’ve been speaking to in other industries have been saying the same thing. In the hotel industry they were saying it’s often a case of spot the customer, and even then they don’t have any money.

“I’m not being negative as much as being fairly open about the difficulties. So when something positive does come along, you grasp it and run with it.”

Wilson says the export market has also suffered, with the new UK Government’s cost cutting drying up consumer spending. Last year, Heritage sent two 40ft containers to Europe, this year they just sent one 20ft container.

“Since the Conservatives have got into the UK, there are no happy campers over there at all, and plenty of spa places that have closed down in the UK.”

He also says that New Zealand had been flat, although there were signs it was picking up. However, he says New South Wales has been doing well, against the previous trend.

“Funnily enough, Sydney’s been okay for us from late last year and so far this year – it had been a basket case before – but now it’s a better performing city for us, which has been a long time coming.”

Wilson also sees a future for the spa market on the back of technological innovation in the heating of spa water – but he is looking towards heat pump technology.

“The advent of the heat pumps in swim spas is a great thing for the industry – if we can overcome the size of the heat pumps we might be able to get something happening. It’s only the size of the compressors, and you have to remember mobile phones used to be huge ten years ago and look at them now. The unit needs to be smaller than the swim spa variety, so everything can be inside the spa shell – and we need to get to that stage quite quickly.

“Heating efficiency will drive the future, and it’s all for the good.

“People are going to be more and more attuned to running costs. And people equate carbon tax with electricity prices, so it’s a must that we come up with something on heat efficiency.”

# Waterco, thirty years on

**Over the past three decades, this Australian company has grown from a small PVC distributor to a key manufacturer with an increasing interest in the commercial and water treatment markets, both here and overseas.**

In February this year, Waterco founder Soon Sinn Goh was inducted as a SPASA life member for his outstanding contribution to the Australian swimming pool and spa industry.

This is not an honour lightly given, and shows the respect with which he is held in the industry. On bestowing the award, Spiros Dassakis said that Goh had constantly demonstrated his loyalty and passion for the industry, and that despite international success, his commitment to the Australian market has not wavered over the years.

Certainly, the impact of the Sydney-based company has been felt nationally – where Waterco owns more than a quarter of the market – as well as internationally.

From its humble beginnings as a PVC pipe and fittings importer and distributor, the company has grown to cover the gamut of pool equipment manufacturing, both residential and commercial, as well as the Swimart retail chain.

It has an overseas presence in Malaysia, the United States, the United Kingdom, China, Canada and New Zealand.

Recently, SPLASH! spoke with Soon Sinn Goh, and asked him about the trials and successes of the company, and what he sees as the future – both for Waterco, and for the industry.

Goh says that for Waterco, now is a time to consolidate, especially for strengthening the Swimart business in both Australia and New Zealand, while in manufacturing they



Waterco's Head Office in Rydalmere, Sydney

are looking to make more and more powerful equipment for the commercial and water treatment markets. Currently, Waterco's commercial operations contribute approximately 14 per cent of the company's business.

"On the manufacturing end, we are developing extra large horizontal fibreglass filters 3.5m in diameter and 12m long," he says. "These are capable of handling at least 6-bar, preferably 8-bar. This is ideal for large desalination plants suitable for pre-filtration of seawater. We believe that no one has succeeded in such a filter of this size and pressure rating in fibreglass."

The development of fibreglass filter technology has been one of the big stories for Waterco over the past few years – and will continue to be the case well into the future.

"Developing large filters is hard work," says Goh. "There is a lot of R&D involved

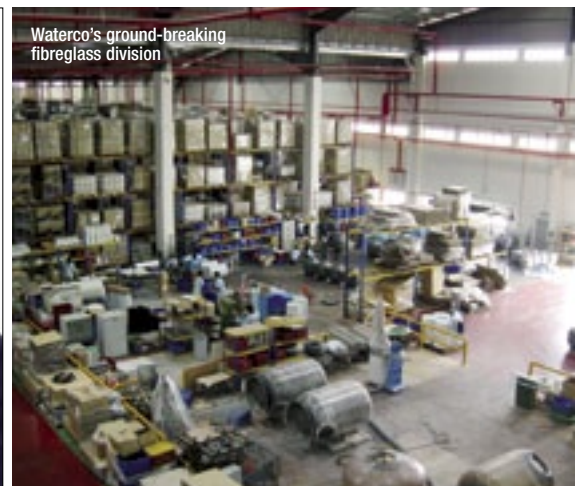
and we are aware of the shortcomings of our competitors' filters. We have tried various methods of making ports and manholes that were not made by other companies before, and subject these filters to high test pressures and cyclic pressures. In short, we could not copy others. Now we have some unique products. Hopefully, we get some recognition and some extra sales from now on. I am pleased with the progress."

Part of the challenge with large fibreglass filters is convincing some markets – such as the US – that the products are as good or better than what they are currently used to.

"The US market can be very conservative," he says. "These filters there are made from steel. In Europe they are more willing to venture into newer products – which is fibreglass for us of course. We are hoping to



Soon Sinn Goh, who started Waterco 30 years ago and still heads the company



Waterco's ground-breaking fibreglass division

convince the US market that fibreglass filters are quality products that have longevity.”

Plastic is the other new material with a strong future.

“Waterco has a good understanding of plastic technology to be able to design and manufacture plastic pumps, replacing stainless steel or bronze for use in corrosive water conditions. These pumps undergo high stress and need to be well designed for years of usage.”

Goh says that the Australian name behind Waterco has been a big help. Despite the fact that very little manufacturing is done in Australia now – most of the production is carried out in Malaysia – Australia is still the centre of the business, with very active R&D, marketing, some manufacturing and of course the retail chain.

“Australia has a good name for quality and reliability. We grew up in Australia, with the head office in Sydney and the shares are majority owned by Australians. We are proud to call ourselves Australians. The support from our local customers in Australia had held our business together during bad times when our entities in USA, UK and Canada were losing money. The only setback was that some of our overseas customers felt that Australia was so far away for after-sales service.

“We are the only company in Australia that has gone international riding on a volume from a relatively small Australian market, compared to the much larger markets in USA and Europe. I’d like to take the opportunity to thank our Australian customers for their support in making this possible. Without this support, we would not have achieved the growth expanding into Europe, the USA, Canada and China. We have yet to declare that we are successful in our venture abroad, but indicators are positive so far this year.”

There is one new market that many Australian manufacturers from all industries look to as a potential goldmine: China. Waterco has ventured there too, and Goh says that over the past few years he has seen some changes that make the market look more favourable.

“After the GFC, we have seen market changes in China where customers are now willing to pay more for quality products that are more durable. In the past, our presence had been mainly in the commercial sector where we were competing with locally made fibreglass filters and corrosion lined steel tanks. This is an area we have been more



Heat pump production is one of the latest additions to the Waterco line-up



Waterco's Lacrox warehouse in the UK

successful than the residential sector. This year, on Hainan Island, a resort close to Hong Kong, holiday villas were built – each with a swimming pool – and they had a starting price \$USD1.5 million. The developers were willing to pay more for swimming pool equipment which they felt was more reliable. Our sales growth was a result of selling equipment into this market.”

As with many businesses, the GFC had an impact on the company. But as Australia fared reasonably well compared to most other markets, so did Waterco.

“As a group, we are past the GFC, although we can say that business could be better in the USA and Europe where the GFC was felt the most.”

As well as the many successes for the company, Waterco has also faced many challenges over the years. The decision to become a publically listed company in 1989 meant that it was possible to raise funds for expansion; but it also meant that the challenges were all in the open for the world to see. This was particularly the case with the small off-shore entities located in faraway Sittingbourne (UK), Augusta (US) and Montreal (Canada) which lost money over the past few years.

“We have learned to manage them better now and may end up with a satisfactory result at the end of this financial year,” says Goh. “As a listed company, we need to be transparent and the whole world could see our failure. On the other hand, if we are successful, we can announce that to the world too. But the biggest burden of being a listed company is the cost of compliance. Some say that the cost of being a public company is as much as \$500,000 per year. If we had \$300 million turnover, the \$500,000 would

be a small percentage of revenue. But with our current revenue of \$70 million, we have to work hard to cover this overhead.”

Waterco’s big drama over recent years was the fire in Malaysia, described by Goh as the most difficult period in the company’s history.

“Following the fire in Malaysia was the beginning of the GFC,” he says. “Banks were too busy worrying about themselves to help companies in trouble. We were over-gearred in debt, and the supply of products was in doubt to keep our sales at the level needed to break even. Amazingly, business in Australia held up well, particularly in the pool industry. We worked hard to keep supply lines open by shipping products from the


inventory in the USA back to Australia, as well as starting up quickly in a rented premises near our factory in Malaysia.

“Fortunately, the fire did not touch the office and most of the equipment was intact. We had good staff and most of them stayed on. Of course, we had good customers who put up with us for short supplying a few of the product lines. Then, there was insurance as well. As for money, Waterco was lucky to be able to raise some funds from loyal shareholders bringing the gearing back to a healthy level. Today, our gearing is less than 50 per cent and our profits are moving slowly ahead and may exceed the record profit in two or three years’ time.”

What does the future hold for the Australian pool industry? Goh believes the annual number of pools built has stayed flat over the past 10 years at about 20,000 per year.

“Having said that, the quality and the upmarket requirement for pool equipment seems to be the trend. The replacement market seems to be growing with more sophisticated equipment being demanded. Business is still there to be chased. The population of pools is growing, so the refit market will be there for a long time.”

In the longer term – even looking to what might happen in the next 30 years – he says that the use of water may change.

“Water will continue to be an issue globally, and there might be a new way to treat water. It might be treating greywater from the house to go back into the pool. Treating water is no rocket science. You can treat sewage to drinking water – but the question is, at what cost? So it is up to the industry to decide at what point it is economical to put it back into the pool.” 

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## 17-18th August 2011

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Filtermaster as a major supplier to the NZ pool industry is proud to be a sponsor and exhibitor in the Splash NZ show to be held in Wellington August 2011. We look forward to showing the NZ and Australian pool industry our range of newly designed products ready for launch this coming season.

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## Just Add Water Seminar

The Just Add Water Seminar (JAWS) is New Zealand's annual Aquatics Conference and one of the events most looked forward to on the NZRA professional development calendar.

This year JAWS will be held at Te Papa in Wellington on 18-19 August 2011. Each year JAWS attracts over 150 delegates all areas of the Aquatics Industry, including facility owners, operators, managers and coordinators, industry consultants and local government personnel.

**JAWS attendees are invited to visit SPLASH! New Zealand are welcomed to join the Welcome Reception on the SPLASH! Show floor from 4pm on the 17th August. To book for JAWS please visit [www.nzrecreation.org.nz](http://www.nzrecreation.org.nz)**



## Register to attend the expo for **FREE** at [www.splashnzexpo.co.nz](http://www.splashnzexpo.co.nz)

# Dynamic Education Sessions Confirmed

## Pre Show Workshop Sessions Tuesday 16th August 2011

### Importance of Water Balance

Exploring the need for water balance and the impact it has on, providing swimmer comfortable, chlorine efficiency, water clarity and protection of the pool equipment.

A must: for those attendees wishing to understand water balance and be able to effectively communicate the technical aspects to the pool owner in a practical manner.

- Need for water balance?
- Managing water balance.
- Problem solving water balance.

### Importance of healthy water to the overall swimming experience

Exploring the need for sanitisers, reviewing industry options and discussing the questioning process, that provides the pool owner with the best sanitiser option.

A must: for those attendees wishing to know more about sanitiser options, how they work and how best to communicate their benefits to the consumer.

- Need for sanitisers?
- Reviewing sanitiser options.
- Choosing the best sanitiser option based on consumer needs not wants.

### More regular oxidation - Why?

Exploring the need for oxidation, viable oxidiser options and understanding the overall impact oxidation has on sanitiser efficiency.

A must: for those attendees wishing to provide pool and spa owners with an effective oxidation program that delivers continues Sparkling Clear - Inviting Water.

- Need for oxidation?
- Oxidation process.
- Oxidation options.
- How best to communicate oxidation benefits to consumer.

### Problem solving Algae and Scale / Metal Staining

Exploring the causes, types and looking at the methods to prevent or remove these problems.

A must: for those attendees wishing to understand why problems occur and the options available to either prevent or rectify the problem.

- What causes these problems?
- Options or methods for fixing the problems.
- Prevention versus cure.

## Wednesday 17th August 2011

### Making the most Water Chemistry in Times of Climatic and Environmental Change.

Considering the impact on pool water management given today's climatic and environmental challenges.

A must: for those attendees wishing to provide pool and spa owners with effective chemical solutions to better climate proof their pool or spa for maximum enjoyment.

- What impact does our current climate have on managing pools and spas?
- What is required to manage the effect?
- What opportunities exist? And how can we benefit?

## Thursday 18th August 2011

### What makes Treating Spa water different to pool water:

Looking at the challenges of effectively managing spa water chemistry in an environment where the water is usually aerated, heated, and considerable less volume than a pool.

A must: for those attendees wishing to understand the chemical process required to deliver health, bacteriological free water spa water, that looks good, feels great and protects the life of the spa equipment.

- Importance of Chemically cleaning spa surfaces, filter media and piping.
- Managing water balance
- Sanitiser alternatives (primary and secondary options)
- Oxidation options
- Problem solving, cloudy water.
- Continues maintenance program.

Paul Jacobson has had 27 years experience in the pool and spa Industry with Chemtura/ BioLab a world leading specialty



water treatment company. In that time he has developed a strong understanding of pool and spa water chemistry and now spends most of his time developing and training others to better communicate the technical aspects of water chemistry, in a more practical and user friendly format. After all pool and spa owners purchase healthy, sparkling clear, algae free water, not chemicals.



## In Wellington make sure you...

1. Visit the dynamic and interactive National Museum of NZ - Te Papa on the waterfront.
2. Get your city bearings and some of Wellington's best views at the Mount Victoria Lookout.
3. Ride the historic Wellington Cable Car to the Botanic Garden.
4. A city tour is the best way to get acquainted quickly with Wellington. Enjoy the experience with one of many local companies offering Wellington sights' tours.
5. Four Wellington restaurants have won NZ's Best Restaurant in the last five years. It's safe to say you'll be eating very well while in Wellington!
6. Hear the birdsong and spot a tuatara as you walk through ZEALANDIA: The Karori Sanctuary Experience.
7. Get an inside peek into Wellywood at The Weta Cave in Miramar.
8. Go stargazing and check out the amazing planetarium show at Carter Observatory.
9. Seeking hidden treasures? Many of Wellington's best night spots are tucked away for your finding, such as Motel, Library or Duke Carvell's Swan Lane Emporium.
10. Head to Cuba Street for a slice of Bohemia, boutique shopping and some of the best coffee in town.



# F.A.B.

No, it's not a catchcry from the famous Thunderbird puppets or a kickback to the swinging sixties – FAB stands for Feature, Advantage and Benefit – and they're three words well worth knowing. Marco Longely, author of The **Ultimate Hot Tub and Pool Sales Book**, explains more.

**F**AB statements are an incredibly powerful sales technique that will substantially increase your sales once you master them.

Your primary focus in selling must be to make it absolutely clear that what you are offering is of value for your prospect. You must explain how your prospect will benefit from ownership. The most effective way to do this is with FAB statements.

FAB statements help paint the picture as to why your spa or pool is the most effective means of meeting your prospects' needs. It connects the physical features of your product to the benefit the prospect wishes to receive. The benefit of your product is the reason why your prospect must own it.

## Why use a FAB statement?

- They build value in your product and increased value justifies a higher asking price.
- You control the direction of the discussion and presentation.
- You can better understand your prospects' needs.
- They reduce the chances of you data dumping.
- The prospect will often reveal buying signals.
- You will address their WIIFM.

It doesn't matter if you're the largest, the shiniest or the fastest. How do you know if any of that is important to your prospect? Your prospect will always be thinking WIIFM. "What's In It For Me?"

FAB statements are the most effective and valuable techniques to present your unique features, explain their associated benefits and build value in your product. Effective use of FAB statements will result in increased sales.

When you present your products, always remember to translate your features into advantages and then advantages into benefits. The benefit of your product is the reason your prospect will buy from you, as it is the WIIFM that they will remember most.

With practice, you will be able to turn that benefit in to a hook, a trial close that connects all the dots. Your hook gets them to confirm the benefit is important to them.

- Feature – actual components of the product (What is it?)
- Advantage – what the result of having the feature is (What does it do?)
- Benefit – how your prospect will benefit by having the feature (WIIFM?)
- Hook – ties the benefit into a trial closing question.

It is not uncommon to have many different benefits associated with your unique product features, so adjust your benefit statements to reflect your prospects' specific needs. Following every feature and/or advantage you mention, transition into what the benefit to your prospect is.

- "What it means to you is..."
- "Providing you with..."
- "What this does for you is..."
- "Which means you will benefit by..."
- "Therefore you will be able to..."

## FAB statement examples

### Built in Steps

"Our 'easy entry' cascading steps (feature) make spa entry and exit much safer and easier (advantage). What this means to you is whether it's your kids, Grandma or yourself, you will have the safest, most stable and secure way to enter and exit your hot tub (benefit). Do you think that safety is important to Grandma? Do you think she would use and enjoy the spa more if she felt safe moving in and out of it (hook)?"

OR

### Waterfalls

The feature is waterfalls. The advantage is they create the sound of ocean waves or a babbling brook. The benefit is deep mental relaxation as your mind drifts a thousand miles away to a tropical beach.

"Mr Prospect, one of our most popular options is our ribbon waterfalls (feature). They mimic the sound of a babbling brook (advantage). What this does is put your mind into an incredibly relaxed, stress-free environment. By simply closing your eyes and listening to the waterfalls, your mind will drift a thousand miles away to a tropical beach with the rolling waves in the background. The massaging jets will relax your muscles, while the waterfalls will relax your mind (benefit). Relaxation is important to you, isn't it (hook)?"

"Mr Prospect, please close your eyes for just a moment and listen to the sound the waterfalls create. How would that make you feel after one of your long stress-filled 12-hour days?"

Does that FAB statement sound effective in painting the picture? Would that detailed description help your prospect make an emotional connection to your spa as compared to you simply saying: "We have three waterfalls"?

## Building value

In the absence of value, every single selling situation degenerates to one thing...PRICE.

The more value you build into your presentation, the more valuable your product becomes to your prospect.

Features + Advantages + Benefits = Value

The price we ask must be equal to or less than the value that we are able to establish.

Your prospect will pay a higher price for your products and services if they feel the value you built justifies the price. In the absence of value, all that's left to negotiate is the price.

A high value will justify a higher asking price; a lack of value will justify a lower price.

## The showroom

Every showroom is different, from its layout to signage to the individual products you carry in your store. You will find that you probably have a favourite spa or two to work with. As salespeople, we all gravitate to our own favourites for our own individual reasons. Ideally, you should work with a fully loaded running spa to present the very best your prospect can own.

You need to have a fully loaded running spa in your showroom; this is not an option. A running spa is crucial, as your prospect will have many unspoken questions that can only be answered if you maintain a

as your running model, as opposed to a basic bare bones model, is an incredibly valuable tool to help you sell additional options and features. It is more effective to have your prospect mentally remove features they are not interested in, than asking them to mentally add features they may want.

If you are working with an empty spa, how can you:

- Effectively demonstrate your stunning lighting package as it illuminates the water?
- Paint the picture of your prospect enjoying the massaging action of the jets when they can't feel anything?
- Effectively demonstrate those waterfalls and see your prospects' reaction as they run their hands under the warm water?
- Paint the picture of a relaxing dip in the spa on a cold winter night?
- Try to "up-sell" a stereo on a spa. This can be challenging on a good day – try doing it if you are using a basic bare bones spa without a stereo.

"Mr Prospect, just imagine how nice this would be if you could listen to your favourite music," just won't cut it.

Would you agree it would be far more effective if you had a loaded running spa, with all the bells and whistles, while you had your

## "A fully loaded running spa goes a long way to assist your prospect in easily imagining themselves experiencing and enjoying it in their own backyards."

pristine running spa. Perhaps they are wondering how loud the spa is when running the spa with all pumps on full. They may be wondering what the spa water feels and smells like or just how quiet that circulation pump really is. Your prospects' unspoken questions may be numerous. Think of it this way, would you purchase a new high-end entertainment system from an electronics store that didn't have any of their equipment pumping out a great soundtrack or a HD movie playing?

A fully loaded running spa goes a long way to assist your prospect in easily imagining themselves experiencing and enjoying it in their own backyards. Presenting your features and benefits with a running tub will be easier and far more effective than just staring at an empty spa and repeating over and over "Imagine this or imagine that."

The sights and sounds of a running spa are relaxing to your prospect. It helps create the perfect oasis they are hoping to achieve in their own backyard. A fully loaded hot tub

prospect adjusting the volume levels on the music, perhaps with a remote control?

I think it should go without saying that in the absence of a running spa, your prospect will wonder why you don't have one, when your competitor does. You may lose credibility in your prospects' eyes, and never know it.

Hopefully, all your spas on display are clean and spotless, free of dust and coffee rings and water spots on your running spa. They should be clear of any item that would prevent your prospect from hopping in. The water in your running spa must be crystal clear and smell clean.

If your water is cloudy and it smells like a science lab, what do you think your prospect will be thinking about your product? Would you buy a car if it was covered in mud and the ashtray overflowing with cigarette butts and the back seat full of fast food wrappers?

Practice your FAB statements with your workmates on a regular basis and you will begin closing more deals than you imagined possible. 🧘



**Deisel editor Paul Matthei looks at a new Ford ute that's got local design credentials, and is set to find its place on the global stage.**

**F**ord's sleek new Ranger that's due to go on sale locally around mid-year has been developed at the company's Geelong facility and will be sold in 180 markets across five continents around the world.

Three new engines will be offered:

- A 2.2 litre Duratorq four cylinder diesel dispensing 110 kW at 3700 rpm and peak torque of 375 Nm between 1500 rpm and 2500 rpm;
- A 3.2 litre Duratorq in-line five cylinder diesel producing a healthy 147 kW of power at 3000 rpm and a substantial 470 Nm of peak torque at 2750 rpm;
- A 2.5-litre Duratec four cylinder petrol engine that delivers 122 kW and can be configured to run on 100 percent ethanol or aftermarket upfitted to run on CNG or LPG.



**OZZIE RANGER takes on the world**

Configured as either a 4x2 or 4x4 with an electronically controlled transfer case, diesel versions come with either a six-speed manual or sequential shift six-speed automatic transmission while petrol models have a standard five-speed manual

transmission. Final drive ratios range from 3.31 to 5.3:1, depending on the drive configuration and whether the vehicle is a low or high ride model. An electrically operated rear diff lock is available on diesel 4x2 and 4x4 models.



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According to Ford, off-road performance has been improved with a stiffer frame, ground clearance of up to 232 mm and driveline components as well as the 80 litre capacity fuel tank that have been strategically mounted above the frame rail and out of harm's way.

Riding on a wheelbase of 3220 mm and with front and rear tracks of 1590 mm apiece, suspension consists of double wishbones with coil-over-struts at the front and semi elliptic leaf springs at the rear. Payload capacity is up to 1500 kg, depending on the model. The load tub on double cab versions has length, breadth and height dimensions of 1549, 1560 and 511 mm respectively, giving a volume of 1.21 cubic metres. Width between the wheel arches is 1139 mm on all models, with special provisions to place struts of lumber in pockets located above the wheel arches. This allows plywood or wall sheeting to be stacked flat above the arches. Width of rear tailgate opening at the top of the box is 1330 mm.

Braking hardware includes 302 mm x 32 mm front ventilated discs with twin-piston callipers and 295 mm x 55 mm drums at the rear. The system incorporates ABS with emergency brake assist that's auto-




## Special provisions to place struts of lumber in pockets located above the wheel arches allows plywood or sheeting to be stacked flat above the arches.

matically triggered during panic stop situations. Electronic brake-force distribution (EBD) tailors rear braking requirements to the load being carried, ensuring optimum performance without wheel locking. In addition, optional Adaptive Load Control determines the

payload and applies the necessary measures to maintain a stable and level ride.

For enhanced safety when towing heavy trailers, the new Ranger can be optioned with Trailer Sway Mitigation which detects trailer sway and strategically applies the appropriate wheel brakes to slow and control the combination.

Other new Ranger technologies include rear park assist and rearview camera system as well as the availability of side curtain airbags on all cab styles for the first time. 



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