



<b>CE</b>	<b>TUESDAY NIGHT—NORMI LIVE Training Room or call 616.712.8000 x 988162#</b>
<b>7pmEST</b>	<b>PSP Water Assessment—COMING SOON. Come hear from Linda Eicher about it!</b>



**Water, water everywhere...but what to drink??**

Linda Eicher, Director of ETF has been working on a water program that fits our PSP (Professional Screening Partner) approach of assessment by analyzing water quality then offering specific, tailored solutions. This new program will be introduced on Wednesday, Jan. 13, 2010 in Orlando at the NORMI 2010 Training Conference and will significantly change the way people sell H2O solutions.

What options does a potential client have? Typically a water softening company may come do “onsite tests” to evaluate the water but the conclusions drawn from those tests are not specifically tailored to THAT home. They are “one-size-fits-all” solutions that are not solutions at all but, rather, present residual income for the company/salesman who represents the company. OR, a consumer will pay several hundred dollars for a real laboratory test and STILL have to find someone to interpret those results. Again, getting the personalized solution is nearly impossible.


SO, enter the PSP. Starting again with a simple survey at YOUR website, the client has the opportunity to analyze their water at point-of-entry and point-of-use with the goal of improving both. Once the client purchases the PSP—Water Booklet/Kit, he/she will be able to define the problems they are dealing with in THEIR home!

*“While many people assume their tap water is safe, there are growing numbers who have concerns about water pollutants. A simple do-it-yourself screening of common contaminants along with a comprehensive guidebook of water issues and treatment options will be affordable for all, and allow a PSP to assist the client in recommending and implementing solutions.”*  
 Linda Eicher, Director of ETF

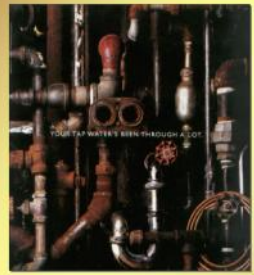
Water solutions MUST be tailored to the person and the home and this simple but fair approach allows the client to implement solutions on THEIR time-table within THEIR own budget constraints.

AND, this PSP program will also include a module on CONSUMPTION as more and more clients are becoming concerned about the lack of good quality water and the things THEY can do to reduce usage.

SO, coming soon as an online course, this ONSITE course may be your best jump on an increasing large market of people who are tired of “ole water salesman.”




## The PSP Program



YOUR TAP WATER'S BEEN THROUGH A LOT

**Improving drinking water through analyzing drinking water, defining pollutants and resolving problems.**



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**Professional Screening Partner**

Learn how to provide solutions LONG DISTANCE by utilizing the PSP programs, one and all! This process is so simple that even a novice can do it and be successful. That's why we call this an entry level course. Here's how it works:

- 1) Use, advertise, and promote YOUR OWN website at [www.Surveys.NORMI.org](http://www.Surveys.NORMI.org) so your client will be introduced to the concept of assessing BEFORE purchasing solutions.
- 2) DROP-SHIP the assessment package which gives the client everything the need to assess either their indoor air quality, power usage, or drinking water options. This full-color booklet is simple and effective in training them to define suspected problems.
- 3) Send them back to your [www.Surveys.NORMI.org](http://www.Surveys.NORMI.org) website to complete STEP 2. By filling in the selected questions from their questionnaire they will be supplying you with the info you need to help.
- 4) They immediately receive a SUMMARY REPORT, based on their answers, personalized to help them know what solutions are available through you to help them with their defined problems.

These programs are the most effective marketing tool you have to start the ball rolling to more comprehensive inspections and more holistic solutions. Don't delay...take the class ONLINE or come to Orlando in January!