

Using Math as a Closing Technique

Math demonstrates that a water system is affordable, practical, and a wise investment.

By Norman Hurt (<http://normanhurt.com>)

Although math may mystify some people, in our business it can make the difference in closing or losing a sale. You can increase your closing average with the proper use of math. Let's start with this simple formula:

Sink Demo + Math Close = Closed Sale

Assuming an incredible sink presentation has been done, here's why a good math close is so important:

- It shows prospects the wisdom of investing in a water treatment system.
- It demonstrates the "transfer of dollars" from money wasted on raw and bottled water to money saved by a water system.
- It provides the "soak time" buyers need to help them mentally associate the transfer of their dollars with an urgency to buy now.

AREA OF AGREEMENT

Before you can use math effectively to close a sale, your prospects must believe that the numbers you use to calculate their raw water costs are realistic. You determine the proper numbers by asking a lot of questions and then by reaffirming the answers with both the husband and the wife. The numbers must be modest and the prospects must agree with them. Otherwise, they might not believe anything else you say.

CALCULATE THE LONG-TERM COSTS OF TAP WATER

Household Water (POE Softeners and Conditioners)

Equipment Savings. First, calculate the long-term costs of tap water in terms of wear and tear on plumbing appliances, the higher costs of heating hard water, and the damage it causes to clothing. Multiply these hard costs over a ten, twenty, or forty-year period, depending on the warranty and life expectancy of your equipment. Then, show them how much more hard water costs than a water system.

Using Math as a Closing Technique

Be sure to emphasize the time, energy, and peace of mind they lose dealing with hard water in terms of cleanliness, skin, hair, and health. Their time and energy are priceless because they have so little available in their lives.

Soap Savings. Demonstrate at the sink that soft water requires less than half the amount of soap needed by hard water. Then calculate how much the prospect is currently spending on cleaning products, and show them how much money they can save.

Soft water decreases the need for over-priced lotions, facial products, hair conditioners, bubble baths and other specialty items. Prospects do not consider the cost of these products in the family's grocery budget. Therefore, do not include them as a percentage of the total cost of groceries. Instead, itemize them separately and add them to the true soap costs.

More than half of the costs of commercial soap products are chemical water softeners, and those should be considered pollutants. Soft water gives customers two soap choices: using half as much of their current soap, or replacing the current soaps with higher quality soaps that contain fewer chemical water softeners. Purer soaps save money and are better for the family, environment, appliances, and septic systems.

Use a Calculator

Your calculator lets math do the selling:

- Always carry a calculator with a large display, become proficient with it, and let the prospects see the numbers to verify your accuracy.
- Go slow and explain how you arrive at your numbers so your customer can follow along and understand what you're doing and why.
- Show them the math and let them draw their own conclusions.

Let your numbers prove the truth:
a water system is a wise investment.

Drinking and Cooking Water (POU Filters)

Bottled Water. Bottled water is hugely more expensive than home-purified water. Although Reverse Osmosis (RO) water is available in stores, some bottled waters are nothing more than raw municipal tap or ground water from other areas of the world, and may be no better than drinking your own tap water. We have often mused over the fact that "Evian" is just "Naive" spelled backwards.

How Much Water to Drink Daily: Weight Watchers and the medical community advise average-weight adults to drink three to four pints daily. Dr. Fereydoon Batmanghelidj's book [Your Body's Many Cries for Water](#) advises people to drink one-half ounce per pound of body weight daily.

Using Math as a Closing Technique

A 256 pound man would require a gallon (128 ounces, or 8 pints) of water daily, but the typical drinking water requirement is $\frac{1}{2}$ gallon (4 pints) per day per person. Most people use tap (not bottled) water for beverages, foods, and cooking. The following calculations are based on the assumption of a family of four requiring two gallons (16 pints) of drinking water daily.

By the Gallon: A gallon (8 pints) of bottled water can cost from 25 to 35 cents or more from a kiosk or in-store water machine, 59 cents to over a dollar on the supermarket shelf, and up to \$1.75 per gallon delivered. Consumption for the family over 20 years, not including sales tax and adjustments for inflation, can cost up to \$25,500, as shown in the following table.

Period	# Gallons	Cost @ 25¢	Cost @ \$1.75
Cost each	(2 per day, 30 days)	\$ 0.25	\$ 1.75
1 month	60	\$ 15.00	\$ 105.00
1 year	720	\$ 180.00	\$1,260.00
10 years	7,200	\$1,800.00	\$12,600.00
20 years	14,400	\$3,600.00	\$25,200.00

Sports bottles: Many families prefer more expensive sports bottles. Convenience stores sell pint sports bottles for \$1.00 or more each. In supermarkets you can get a case of 24 pint bottles for as little as \$5.00 (21¢ each) or as much as \$8.00 or more for RO or foreign water. As shown in the table, your family can spend up to \$115,200 on sports bottles of water in 20 years.

Period	# Pints	Cost @ 21¢	Cost @ \$1.00
Cost each	(16 per day, 30 days)	\$ 0.21	\$ 1.00
1 month	480	\$ 100.80	\$ 480.00
1 year	5,760	\$1,209.60	\$5,760.00
10 years	57,600	\$12,096.00	\$57,600.00
20 years	115,200	\$24,192.00	\$115,200.00

The Reverse Osmosis (RO) Solution: Typically, an RO runs about \$80 a year (\$1,600 in 20 years) to maintain. Add \$1,000 for the initial investment of an RO (many are less expensive). That's a cost of only \$2,600 in 20 years, or \$130 a year, or \$10.84 a month, or 36¢ cents a day, not including tax.

The Comparison: Now compare the costs of RO and bottled water, as shown in the following table.

Tell the prospects to visualize spending \$24,192 in the next 20 years, and the kitchen cluttered with costly, inconvenient, heavy, and perhaps questionable bottled water.

Using Math as a Closing Technique

Then tell them to imagine a single RO spout on the sink at only 36¢ a day for all the good water they'll ever need for cooking and drinking, all those bottles gone, and a fat wallet bulging with the savings.

20-Year Drinking Water Cost Comparison - Sports Bottles versus RO	
Reverse Osmosis	Sports Bottles
$ \begin{aligned} & \$80 \text{ annual RO maintenance cost} \\ & \times 20 \text{ years (life of RO, for illustration)} \\ & = \$1600 \text{ cost over life of RO} \\ & + \$1000 \text{ initial investment in RO} \\ & = \mathbf{\$2600} \text{ total cost of RO over 20 years} \\ & \div 7,200 \text{ days in 20 years (30-day months)} \\ & = 36.1\text{¢ per day cost of RO (no lugging)} \end{aligned} $	$ \begin{aligned} & 5760 \text{ bottles per year (carried home)} \\ & \times 20 \text{ years} \\ & = 115,200 \text{ bottles over 20 years} \\ & \times \$0.21 \text{ each (disregarding inflation)} \\ & = \mathbf{\$24,192} \text{ cost of bottled water over 20 years} \end{aligned} $
$ \begin{aligned} & \$24,192 \text{ 20-year cost of bottled water} \\ & - \$2,600 \text{ 20-year cost of RO system} \\ & = \mathbf{\$21,592} \text{ 20-year savings if prospects invest in RO now (price of a new car)} \end{aligned} $	

You have just allowed the math demonstrate to your prospects which solution is smarter.

THE INVESTMENT YIELD CLOSE

By Carl Brenner, GM of Rainsoft distributor Quality Water Systems of Texas

One of the most effective math closes is known as the “rate of return on investment comparison”, or ROI.

1. **Ask** your prospects what return they now receive on their investments (house, savings, retirement account, stocks, etc.). Today the return is usually very small on savings and higher on real estate.
2. **Calculate** the return on a water system by dividing the water system savings by the investment (equipment price). For example, suppose a water system costs \$10,000, and saves \$100 a month on soap and bottled water. The prospect saves \$1,200 a year and gets a 12% return on investment, as shown in the table.

POE/POU Return On Investment	
	\$100 savings per month
X	12 months
=	\$1,200 savings per year
÷	\$10,000 investment in Water System
=	12% annual return on investment

3. **Compare.** Twelve percent is dramatically better than the prospects are getting on any savings or bonds and probably better than the ROI of any other investment. Meanwhile, the water system protects, preserves, safeguards, and defends the family's home, health, and well-being. Point out that a water system is one of the few investments that can give such a great return.

Conclusion

Using math effectively to compare the costs associated with tap and bottled water to the price of a water system will help you close more sales because the math does the selling. Math clearly demonstrates that a water system is affordable, practical, economical, and one of the wisest investments your prospects can ever make.

Norman Hurt (<http://normanhurt.com>) is a WQA Certified Water Specialist and sales manager for the Houston office of Rainsoft distributor Quality Water Systems of Texas.

#