

# Look What People are Saying...

"I think the presentation by Kelly Thompson, was the best program that OWQA has presented to date. It set a new standard and expectation for future events that will be hard to beat. To all: Good Choice & Well Done!"

**Don Karger**  
Culligan Quality Water

"The cost spent on Kelly's training has given us at least a 10 fold return on the investment!"

**Brian McCollum**  
Pure Water Technologies, Inc.

"Kelly is willing to get in the trenches and show people how to use the tools he teaches by actually doing it"

**Tony Marino**  
Besco Water

"I found it very exciting & refreshing to learn from someone who has actually been in the field doing what they are teaching"

**Joe Hobensack**  
Flag City Water

"I strongly recommend Kelly's presentation to any company that is not only looking to bolster the organizational skills of its team, but also their attitudes. It was well worth our investment."

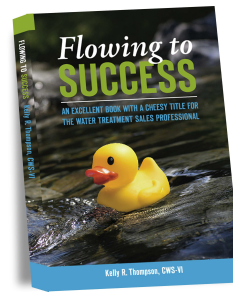
**Tim Peacock**  
Peacock Water

[www.moti-vitality.com](http://www.moti-vitality.com)

## THE MUST HAVE BOOK for any water treatment sales professional!

This book was written by one of the top sales leaders in the water industry. Learn what techniques, processes, and standards of customer service put Kelly Thompson at the top.

Stop leaving your sales to guesswork, learn to build and strengthen your sales force. Order online Today and receive a **FREE** trial Moti-Vitality membership.



[www.moti-vitality.com](http://www.moti-vitality.com)



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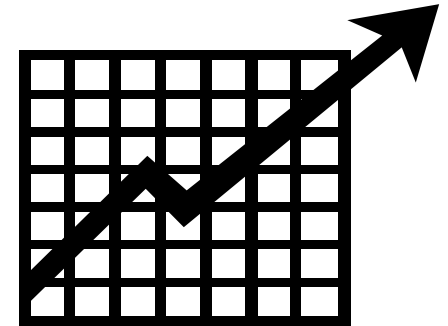
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&  
Kelly Thompson CWS VI  
present

# Training That Counts...



**...from  
someone  
who  
understands  
your  
business.**

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## Who Is Kelly Thompson?

**Kelly Thompson** has over 30 years of sales experience with almost half of that in the water treatment industry. Prior to dedicating himself full-time to helping grow the water treatment industry, Kelly held the position of regional sales manager for Clear Water Systems Kinetico where he developed and managed a team of professionals who created over 50% of their own leads month after month even in a struggling economy.



Kelly did this by teaching the tools he learned as an outside sales representative where he produced over 90% of his own business year after year. Kelly's strengths lay in time efficiency, organi-

zation, and in generating referrals. His hands-on methods of teaching a sales team, his easy to understand and replicable techniques, and the experience gained by working with one of the largest water treatment dealers has helped create an expertise that is easily shared. Now through Moti-Vitality, Kelly Thompson is offering this expertise to water treatment dealers across the country.

Kelly believes that simply telling a group what to do is not enough. He provides step-by-step proven methods of how to achieve the results desired. Kelly's experience as a teacher, motivational speaker, stand-up comic, outside sales representative, and manager has enabled him to create systems that are not only informative but easy to learn through his down to earth, fun techniques. Kelly's presentations and consultations will provide valuable education, and prove entertaining as well. Best of all, the benefit to business owners for the initial investment is a well trained sales staff that can and WILL achieve sales goals!

## Full Day Seminars Offered

### Sales Essentials *for Sales Professionals*

- **Time Efficiency & Organization**  
*Several easy to use organization methods*
- **How to Create Self-generated Business**  
*How & where to canvass as well as step-by-step "how to's"*
- **Sales Presentation Essentials**  
*Proven methods of increasing closing ratios, system sales & referrals*
- **Making the Most of Home Shows**  
*What to put in the booth, who should work, and proven scripts that will set appointments & make sales*
- **Live! Appointment Setting Challenge**  
*Watch Kelly set a real creative appointment for at least one attendee...or win a **FREE** registration*

### Management Essentials *for Owners & Managers*

- **Creating a Creating Sales Force**  
*The policies and systems necessary for developing a sales force that creates at least half of its own business*
- **Interviewing & Hiring**  
*Proven methods of finding the hardest working professionals*
- **Managing a Creating Sales Force**  
*Earn their respect, hold them accountable and keep them motivated*

## Consulting Services

**Many owners** or managers simply do not have the time to properly interview, hire and train sales managers or sales professionals. Many business owners trust that the people that they hired are trained in the area of self management and sales techniques only later to find that they are not as strong in sales as they said on paper. Moti-Vitality helps to evaluate your organization's sales needs. We provide suggestions for improvement, and (based on agreed upon parameters) we will interview, hire & train the professionals that your company needs in order to stand out in the industry, We do not manage from behind a desk nor will we train this way. We will give hands-on training which will include WQA certification, premiere sales training and access to all of the processes that Moti-Vitality has perfected. With the use of technology and people skills, we help to create team members that will quickly become leaders within your organization.

[www.moti-vitality.com](http://www.moti-vitality.com)

**Announcing our New  
WEBSITE!**

**Visit our new website and become a member, get resources, view upcoming events and learn more about excelling in sales!**