

## About Moti-Vitality, LLC

**Moti-Vitality, LLC** was founded in January 2008. Our name, Moti-Vitality, originated from the concept of what we call "Vital Motivation" We believe in being more than just motivated. We believe in being vitally motivated. This requires assessment, identifying and initiating change, and developing long-term habits that are life altering. Moti-Vitality was created out of passion for the water treatment industry. We are committed to helping professionals in our industry design and implement action plans in order to have the most significant impact on their companies, communities and the environment.



**Moti-Vitality** believes that the water treatment industry is among the most important global industries. We believe that education is a critical part of raising the integrity and reputation of this industry.

**Moti-Vitality** believes that service is not about what happens when something goes wrong (although that is important), but rather what happens when everything is right. We offer a superior level of service and quality through our client-centric approach, scalable solutions, and unique business philosophy. We will never ask a client to do something we are not willing to do or have not done ourselves.

**Moti-Vitality's** management staff all has significant work history providing organizations large and small with high-quality sales, management & educational services. Whether it's creating training or documentation of a product, process, system, or service, Moti-Vitality has a strong history of successful delivery.

**Kelly Thompson, MWS, CI** has over 30 years of sales experience with over half of that in the water treatment industry. Prior to founding Moti-Vitality, 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. He is the author of *Flowing to Success, A Cheesy Title of an Excellent Book for the Water Treatment Sales Professional* which has sold in countries throughout the world.

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, organization, 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.

**Jennifer Smith, CWS** is the Vice President of Moti-Vitality. She began her career in the water treatment industry over 10 years ago as a straight-commissioned sales professional where she created over 75% of her own business. She has been an instrumental member of Moti-Vitality since 2010 and has assisted dozens of companies with the hiring and training of sales professionals & management in addition to actively training hundreds of sales professionals across the country. Her perspective as a female in a male dominated industry gives her a unique understanding of the sales process as well as the interaction between many sales and administrative teams. She has performed multiple presentations at the regional and national conferences and often contributes to the industry literature in addition to numerous Moti-Vitality training sessions.

**Moti-Vitality** believes that simply telling a group what to do is not enough. We provide step-by-step proven methods of how to achieve the results desired. Moti-Vitality's experience in teaching, motivational speaking, stand-up comedy, outside sales, and management has enabled us to create systems that are not only informative but easy to learn through down to earth, fun techniques. Moti-Vitality'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!

## **Thank You for the Opportunity to Serve You!**