

How to Sell the Importance of Proper Water Chemistry to Your Customers

**March 21, 2019 | 4:00-5:00 p.m.
Long Beach Convention Center (Hall C)—Room S4**

SESSION DESCRIPTION

Pool professionals in the service and retail sectors of our industry are constantly interfacing with pool owners and addressing their questions and concerns regarding the maintenance and appearance of their pool. Most residential pool owners do not fully appreciate the importance of proper water chemistry for the safety of the swimmers and for the maintenance of the equipment and pool surface, and typically only seek help when the appearance of the water or surface of the pool is discolored. As the cost of chemicals is constantly a concern to the pool owner, service and retail professionals are often hesitant to fully address the importance of proper water chemistry with their customers. This seminar will suggest several ways to approach this topic with your customers in both proactive and reactive situations and sell them on the importance of proper water chemistry.

LEARNING OBJECTIVES:

Upon completion of this presentation, the attendee will be able to:

- Recognize proper water chemistry parameters.
- Understand the importance of proper water chemistry for the safety of swimmers and for the maintenance of the equipment and pool surface.
- Develop methods to approach this topic proactively with both new and existing customers.
- Learn methods to approach this topic with pool owners having current water chemistry issues.