

Here is an example of the sales made to just some of my clients in Ottawa and a reason why it is so important to give good service and keep in touch. (read my notes below)

Shirley Pigozzo (her first 8 orders were layaway and the rest were cash)

'86 \$2305.00
'87 \$2759.00
'87 \$1485.00
'89 \$3788.80
'90 \$1472.00
'91 \$1099.00
'92 \$1623.00
'93 \$979.00
'01 \$599.00 Here is when Shirley got the BelKraft 2000 water purifier.
'02 \$136.00
'03 \$357.00
'04 \$598.00 Here is where she picked up a small air purifier.
'05 \$298.00 Cartridge for water and air purifier.
'06 \$298.00
'07 \$372.78 Here she added a shower filter.
'09 \$369.51 Replacement cartridges for all 3 filters
'10 \$369.51
'11 \$369.51
'12 \$369.51
'13 \$369.51
'14 \$369.51

Francine Ryan

'81 \$1160.40
'81 \$409.70
'82 \$261.80
'84 \$458.47
'85 \$81.10
'86 \$1297.00
'87 \$1689.00
'91 \$598.00
'92 \$189.05
'93 \$462.00
'96 \$599.00 Here is when Francine got the BelKraft 2000 water purifier.
'97 \$486.40
'01 \$179.00
'03 \$449.00 Shower filter
'03 \$469.00 Here she bought a Universal water purifier for her cottage
'04 \$679.65 Here is when Francine got the 6 stage air purifier.
'05 \$136.00
'06 \$296.40 Cartridges
'07 \$582.54 Cartridges for her BKI 2000, her 6 stage air purifier and her Universal at her cottage.
'08 \$296.00
'09 \$582.54
'10 \$296.00
'11 \$582.54 Every two years she gets the Universal cartridge for the cottage filter.
'12 \$296.00
'13 \$582.54
'14 \$296.00

This client has a water purifier in her kitchen, a water purifier at her cottage, a shower filter and now an air purifier. Which means she will be buying from me every year for the rest of our lives. It's nice to have more than one product to offer your clients.

Suzanne Dutrisac

'71	\$649.00	Suzanne bought her cookware and china in '71 and started buying from me in '91.
'91	\$819.00	She now also owns an air and water purifier and a shower filter. I'll see her annually.
'91	\$1548.00	
'92	\$1846.00	
'94	\$331.00	
'96	\$599.00	Here is when Suzanne got the BelKraft 2000 water purifier.
'97	\$99.00	
'98	\$99.00	
'99	\$328.00	
'01	\$696.00	Here is when Suzanne got the 6 stage air purifier.
'02	\$273.67	
'03	\$1098.00	Here she got a shower filter and a juicer.
'04	\$295.00	
'05	\$570.00	
'06	\$296.00	
'07	\$305.52	Cartridge replacements for her water and air purifiers.
'08	\$296.00	Same
'09	\$296.00	

Suzanne sadly passed away. This is the only one of four clients that no longer replaces cartridges. The other three moved without notifying me of the new address and I can't locate them.

The good news is that Suzanne's filters went to family members who are now very happy clients.

Louise Durante

'78	\$684.00	
'85	\$554.00	
'91	\$2023.00	
'93	\$1546.00	
'95	\$899.00	
'96	\$790.40	
'96	\$599.00	Here is when Louise got the BelKraft 2000 water purifier
'97	\$197.80	
'98	\$136.00	
'00	\$136.00	
'01	\$136.00	
'01	\$259.80	
'02	\$140.00	
'03	\$136.00	
'03	\$60.00	
'04	\$136.00	
'05	\$136.00	
'06	\$136.00	
'07	\$248.00	Here she has added a shower filter.
'08	\$136.00	
'09	\$212.00	water and shower
'10	\$212.00	
'11	\$212.00	
'12	\$212.00	

Etc. She will buy this for life.

Sharon Senack

'76	\$499.93	
'83	\$845.00	
'83	\$254.00	
'84	\$970.00	
'85	\$1049.00	
'89	\$1187.00	
'90	\$1368.00	
'91	\$414.76	
'96	\$976.00	Here is when Sharon got the BelKraft 2000 water purifier
'97	\$114.00	
'98	\$114.00	
'00	\$136.00	
'01	\$136.00	
'02	\$136.00	
'03	\$490.00	
'04	\$369.00	
'05	\$136.00	
'06	\$136.00	
'07	\$136.00	
'08	\$136.00	

This amount will be the same forever.

Joanne Falardeau

'83	\$999.00	
'84	\$523.60	
'84	\$1353.00	
'85	\$985.15	
'86	\$594.00	
'86	\$215.00	
'95	\$695.00	Here is when Joanne got the BelKraft 2000 water purifier
'96	\$0.0	Got cartridge free re referrals
'97	\$114.00	
'97	\$551.00	
'99	\$114.00	
'00	\$114.00	
'01	\$300.00	
'01	\$688.95	Here she got the 6 stage air purifier.
'02	\$136.00	
'03	\$147.43	
'04	\$136.00	
'05	\$283.00	
'06	\$283.00	
'06	\$79.00	Hooked up a shower filter
'07	\$384.18	Cartridges for all three.
'08	\$79.00	Got a shower filter for her boyfriend
'09	\$384.18	
'10	\$258.00	
'11	\$258.00	
'12	\$307.00	
'13	\$999.00	Got another purifier for her mom and her cartridges.
'14	\$458.78	

Barb Dumont

'77	\$1053.55	
'78	\$1294.20	
'78	\$399.95	
'79	\$691.00	
'86	\$2096.00	
'90	\$974.00	
'96	\$599.00	Here is when Barb got the BelKraft 2000 water purifier.
'97	\$114.00	
'98	\$114.00	
'99	\$114.00	
'01	\$328.00	
'02	\$114.00	
'03	\$920.00	Here she got the 6 stage air purifier.
'04	\$298.00	water & air cartridge.
'05	\$298.00	
'06	\$395.00	Now also owns a shower filter.
'07	\$372.00	Cartridges for all three filters.
'08	\$357.00	Same
'09	\$357.00	
'10	\$357.00	
'11	\$357.00	
'12	\$357.00	Will pay the same for life.

I have some clients with a whole house Big Blue system, a kitchen purifier, a 10 stage Nutri-Tech air filter on the main floor and a 6 stage air in the bedroom.

Total for all 5 cartridges with tax is 981.00 and I am getting this from these very happy clients every year, for ever. Multiply that by 1000 clients. Could you retire on 981,000.00 annual residual sales??

When I see a client to replace the cartridge I always show them how to get it for free. Instead of the normal discount, you can give double the discount in **free product**. You actually make more money doing this as the free product costs you less than the cash off.

See this example below:

Nancy Fyfe

'09	\$69.00	Sold a shower filter cheap on special (from a Kijiji ad)
'10	\$999.00	Sold a 6 stage air purifier and gave her another shower filter and a shower filter cartridge as a bonus
'11	\$998.00	Sold a BelKraft 2000 kitchen water purifier and gave her 2 shower cartridges and the air cartridge
'12	\$2099.00	Sold a 10 stage air purifier for main floor and gave her air, water and 2 shower cartridges worth 396.00.
'13	\$1850.00	Sold a whole house BelKraft Big Blue water filter and gave her 2 air and water cartridges worth 557.00 (did not replace her shower filter cartridges re the whole house filter)
'14	\$4117.00	Sold the 23 piece set of Vacumatic cookware and gave her the whole house, 2 air and kitchen purifier cartridges worth 868.00

Nancy may still buy more products such as knives and more cookware items, but if she does not, she will give me a cheque for 981.00, with the tax, for the rest of her life.

What is a perfect residual income?

I have looked into many opportunities over the years, as I'm sure you have. Many with grandeur promises of great wealth. I have also been lured into many different MLM's but mostly just to get a better price on the great products like vitamins.

What I have learned is that there was no true residual income. People left as fast as I could lure them in. It does not matter what the product. If it's a long distance plan or a weight loss product, people will always want to try something better or cheaper.

When I sold my first water purifier to Sharon Senac in 1996 (see client above) She bought it for \$976.00. (current price is 698.00) When I called her a year later and told her that the cartridge needed replacing, she said "Great! When can you come over?". Then a little light went on in my head. What if I had 1000 clients that said "Great! When can you come over?" How good would life be? In direct sales the hard part is finding clients, keeping them and making appointments.

Sharon has never agreed to buy shower filters or air purifiers but she is happy that I look after her water purifier. She will never want to throw away this beautiful surgical steel purifier with a 50 year warranty and switch to bottled water or a Brita. In all my years I have never had a client say "NO" to replacing a cartridge. I have had a few die and a few more move away and can't find them. Also, sometimes they will ask me to get back to them in a few months due to finances, but NEVER a NO. I have never experience or even heard of 100% residual income sales.

Truly the perfect retirement plan. As a distributor you own your company. You own your clients. No one can take this from you. No one can tell you what to do, fire you, move you to a new territory, steal away your clients or give you the gold watch and say "Thanks for all the money you made us over the years".

Residual cartridge income from your very own client base is far more secure than any pension plan. I have seen many people fired just prior qualifying for pension. Even in the Government your pension is not as safe as you thought it was. My wife recently has to fire over 200 people that were full time Government employees. They were given no notice and told to clear out their desks and escorted to the door with indignity. Unbelievable.

Read the letter below explaining how simple it is to be retired with over 100,000.00 of annual income for life.

RETIRE WITHIN TEN YEARS WITH \$100,000.00 ANNUAL PENSION

The goal is to develop 1500 clients with water and or air purifiers.

If you personally sold four units a day, you would have 1500 clients in one year.

If you sold one unit a day, it would take you four years.

Four units a week would take seven and a half years, or all within a few years by recruiting a few good sales reps.

Ten years is very realistic for anyone working the program.

Average commission on a cartridge sale is \$80.00

\$80.00 x 1500 clients will give you a guaranteed residual annual income of \$120,000.00

Besides needing a tax shelter, you don't want to work when you retire, so ideally you would hire a marketing student. You could pay a base salary of \$20,000.00, plus 20% commission on any of his or her add-on sales. He/she could also earn 20% on sales referred by the clients he services. (Your overrides should more than cover his/her salary)

This is a full time job that would involve servicing six clients a day. Each call could take between 15 minutes to one hour. Many of these sales could even be done on the phone.

Their income potential is between \$30,000 to \$50,000 a year.

You will have no problems hiring someone for this position.

As your clients will always belong to you, there is no business that will give you this kind of secure income for your future. It is the perfect pension plan.

I personally have hundreds of clients with multiple units. If you have a client with a wholehouse BelKraft Big Blue water system, a kitchen purifier, a bedroom air purifier and an air purifier on the main floor, the sale price of these cartridges come to 937.00.

Imagine having just one hundred of these clients. I can.

I recently did some calculations and if you do not have over one million dollars in the bank you can not afford to retire unless you have a great pension which most people in sales do not.

I love selling cookware and I still do, but selling water and air purifiers gives me a future and a business I can pass on to my kids.