

# ARE YOU BUYING OR ARE THEY SELLING?

People often talk about “Selling” something. But the truth is:

**YOU WANT TO BUY. YOU DON'T WANT TO BE SOLD!**

Many hot tub companies and stores try to sell you what they want to sell rather than assist you in buying what is best for you. Instead of providing the information you need to buy what is best for you, they will only provide the information that best sells what they want to move out the door. And to make matters worse, their information is often [*to put it mildly*] inaccurate.

We consider our role to be your Assistant Buyer. We want you to buy what is best for you because our goal is not to sell a hot tub to you, but to have you recommend us to everyone you know so that you and they buy what is best for you and them.

When you shop for a hot tub, we'd suggest that you answer the following questions with a simple “Yes / Not Sure / No” answer & convert that into a #. The store with the highest total is surely where you should buy your hot tub.

		Premiere Hot Tubs	Stores A, B, & C		
Yes = 1                      Not Sure = 0                      No = -1					
<b>SALESPERSON</b>					
Did you find a knowledgeable, helpful salesperson when you arrived?					
Did they seem genuinely interested in helping you decide on the best hot tub for you?					
Were they enthusiastic about their store?					
<ul style="list-style-type: none"> <li>Without being negative about their competitors</li> </ul>					
<b>SHOWROOM / SELECTION</b>					
Was the showroom visually attractive, well organized, and clean?					
<ul style="list-style-type: none"> <li>This is a strong indicator of how they run their entire business.</li> </ul>					
Did you find a full selection of various hot tubs in the showroom?					
Did they have at least 1 wet demo (operating spa) for <u>every</u> brand they carry?					
<b>HOT TUB CONSTRUCTION</b>					
Was the construction of their hot tubs explained well?					
<ul style="list-style-type: none"> <li>Please see our <b>Hot Tub Shopping Guide</b> for assistance</li> </ul>					
Did they show you actual samples of their construction?					
<ul style="list-style-type: none"> <li>Too often things are said that cannot be backed up with a physical sample.</li> </ul>					
Were the construction benefits explained well?					
<ul style="list-style-type: none"> <li>Did they make sense?</li> </ul>					

Yes = 1

Not Sure = 0

No = -1

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Were you encouraged to see inside the equipment bay? <ul style="list-style-type: none"> <li>We often say, "If it is strength, they will be sure to tell / show you."</li> </ul>					
<b>WATER SANITATION</b>					
Were various methods of maintaining water sanitation discussed?					
Were the costs of these methods fully explained, noting your annual expense? <ul style="list-style-type: none"> <li>Some highly promoted methods can cost as much as \$750 annually.</li> <li>Most of the common methods will run in the \$200 - \$250 range annually.</li> <li>A Salt System will run around \$100 - \$120 annually.</li> </ul>					
<b>WARRANTIES</b>					
Were you given a copy of the warranties? <ul style="list-style-type: none"> <li>The FTC requires that these be made available to you.</li> </ul>					
Do their warranties really back up what you were told about the quality of their spas?					
Are their warranties not prorated and not contain labor limitations? <ul style="list-style-type: none"> <li>Please see our <b>Hot Tub Warranty Summary</b> for assistance.</li> </ul>					
Does this store carry brands with the best warranties? <ul style="list-style-type: none"> <li>Be sure to check because everyone will claim they do.</li> </ul>					
<b>QUALITY</b>					
<i>Quality costs less in the long run.</i>					
Were the hot tubs you were shown made of the most advanced materials now available in hot tubs?					
Is all of the equipment in the hot tub (Pumps, Packs, etc.) from 1 of the top manufactures and not their proprietary brand? <ul style="list-style-type: none"> <li>The top spa equipment manufacturers are Balboa, Waterway, &amp; AquaFlow.</li> </ul>					
<b>TESTIMONIALS</b>					
<i>What do their customers say?</i>					
Does the store have lots of positive reviews on the Internet? <ul style="list-style-type: none"> <li>A store offering great value &amp; service will have many positive reviews.</li> </ul>					
Does the brand you are considering have many positive & few negative reviews on the Internet? <ul style="list-style-type: none"> <li>Unfortunately several rather large brands have strong warranties, but their owners experience difficulty with satisfactory warranty service.</li> </ul>					
<b>Value</b>					
When you compare quality, warranties, store reviews, & price, does this store offer the best value?					
<b>Total</b>					