

IDENTIFYING CUSTOMERS



RED

Not a Good Fit

- ✗ Tells you NO
- ✗ JUST installed a filter system
- ✗ Don't drink water
- ✗ Had the service within 3 months



YELLOW

Needs More Information

- ! Have a filter
(our price might be cheaper)
- ! Usually go to watermill / get bottles
- ! Doesn't want to rent
- ! Changing houses
- ! No room



GREEN

Great Potential

- ✓ Have been thinking about the service
- ✓ Have no time to get water
- ✓ Too heavy to lift
- ✓ Care about health
- ✓ Perfect for a family member
- ✓ Constantly refilling water
- ✓ Gets a new dispenser often
- ✓ BUYING SIGNS



LISTEN. IDENTIFY. SOLVE.

Match their needs. Offer the solution.