



Small Water Features Sales Brochure – HOW TO USE

General Information

- Promotes fountainscape water features offered by Aquascape. Shows all decorative products that we sell to be used in conjunction with the AquaBasin water reservoir.

Purpose

- Just because your potential customers don't feel like they have the space or money to put in a full-blown water feature doesn't mean that they can't afford one of our entry level options. For a few thousand dollars, they can begin to experience the water gardening lifestyles. This brochure sells to that group of people who never thought they could afford a water feature.
- Tap into the gold that is your current customer base and have this brochure available for add-ons to what they already have in their yard. Who wouldn't want a nice decorative stone or brass item to finish off their backyard paradise? Take advantage of the "low hanging fruit" and use this brochure to do it.
- Use for those potential customers who have space issues.

Suggested Uses

- With Proposals – Include this brochure with any of your installation proposals – this just gives your future customer more options to choose from. Or, for those customers who have space issues, it gives them several options to choose from to still enjoy that outdoor living experience that includes the popular sound of water.
- Direct Mail – Send it out to existing installation customers who may wish to upgrade or enhance what they already have. This brochure lets them know that you have new/additional options to offer them.

Notes/Tips

- Use in conjunction with our proposal folder and any or all of our other sales brochures (Water Feature, Pondless® Waterfall).
- Use our NEW Fountainscape Portfolio (item#98286) to give your customer a better view of the decorative feature options and then use this brochure as a leave-behind.
- For those commercial properties, keep this brochure handy if you feel that they need a cheaper or space-saving option. It goes great with the Difference is Water brochure which sells the value of water to public places.
- Include your company name and information on the back page by creating labels or a stamp. Don't forget your phone number and your website address.

Ready for an even more professional approach for your marketing pieces? Customize this piece with your own logo and company information by going to www.aquascapemarketing.com. There are so many other great options to choose from as well.