



The Difference is Water Brochure – HOW TO USE

General Information

- Very high-end and professional. Includes great photos of commercial projects, along with selling points to commercial property owner's, developers, or managers on the benefits of adding water to their property.

Purpose

- Specifically created to speak to commercial property contacts.

Suggested Uses

- Proposals – Use this when trying to promote the installation of display ponds in public places or just when bidding that big commercial job. Use the pocket in the back to include a proposal or information about your company, along with your business card. Use in conjunction with the Difference is Water DVD.

Notes/Tips

- Always be prepared with our other sales literature in case their interest is in a smaller project. The following give them several additional options to look at: Pondless® Waterfall, Sales Brochure and Small Water Features Sales Brochure.