

POOL & SPA MARKETING



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Serving North America's Pool & Spa Industry

INDUSTRY TRAINING

Spa Dealer Boot Camps Announced

A series of 'Spa Dealer Boot Camps' will be held across the United States in 2008. These two-day schools are designed to teach spa/hot tub dealers leading edge techniques to drive prospects into the showroom and increase sales.

During these sessions, decision-makers such as owners, general managers and company presidents will learn how to identify niche marketing opportunities, how to shorten the sales cycle by as much as 50 per cent and how to increase traffic flow and lead generation. In addition, innovative and state-of-the-art Web site and Internet marketing strategies are discussed and analyzed.

Spa Dealer Boot Camps are taught by David Carleton, who has worked in sales and marketing for several companies. For the last six years he has served as a vice president of sales and marketing for Dimension One Spas, where he was responsible for developing programs that helped dealers in thirty countries generate leads, enhance their marketing effectiveness and grow their sales numbers.

For more information, including dates, locations, and how to register, call 1-858-442-3131 or visit www.SpaDealerBootCamp.com.



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- Water Features
- Energy Saving Accessories for Pools and Spas
- Patio Accessories

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NEWS

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AQUA Show's Grand Finale

By Jim Lakely The final AQUA Show closed in Las Vegas on Nov. 16. Exhibitors and attendees went home better informed about the

latest trends in the pool and spa industry, and with an eye toward next year's new "mega-show."

More than 300 exhibitors

at the Mandalay Bay Convention Center displayed nearly every

chemicals and

re. A Show, held re feet of floor ed on page 16

Dealer 'Boot Camp' Announced



Getting the boot: Spa Dealer Marketing Boot Camp mastermind David Carleton whips dealers into shape with the program's specialized marketing seminars.

David Carleton announces the debut of Spa Dealer Marketing Boot Camp. The president of Street Smart Sales & Marketing, based in Poway, Calif., is a spa industry veteran. His program aims to teach retailers new techniques for driving prospects into spa showrooms and making more sales. Held in locations around the nation, the sessions cover niche marketing, shortening the sales cycle, Internet strategies, boosting traffic flow and more. For details, visit www.spadealerbootcamp.com.



Fond farewell: Mandalay Bay Convention Center in Las Vegas was the scene of the final AQUA Show last month. In 2008, the show will be rolled into a new mega-event, the International Pool | Spa | Patio Expo — and again Mandalay will host. For AQUA Show 2007 photos, turn to page 16.

Highlights

APSP International Awards of Excellence
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Florida pool market woes
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Move over, Muzak
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