



# Newsletter

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## WHY CONSUMERS CHOOSE CAL SPAS EVERYTIME...

### *Unshoppable Features - Cal Spas Exclusives*



Did you know Cal Spas offers a variety of exclusive features that make Cal Spas a stand out company within the spa industry?

Only Cal Spas offers the exclusive **Adjustable Therapy System™ (ATS)** for the ultimate in customized hydrotherapy. The patented ATS seat features a dedicated motor and control panel that allows users to personalize their hydro massage to seven distinctive pressure levels. In addition, the 14 dedicated jets can be programmed to emit various massage patterns to suit the user's needs.

Cal Spas Swim Spas may be the perfect training machine for swimmer, but did you know the Pro-Trainer™ can turn an average swimmer into a pro swimmer? Normal swim spas provide a consistent current through independent swim jets. However, the Cal Spas **Pro Trainer™** allows swimmers to adjust all swim jets simultaneously. Up to 6 different speeds of equally balanced swim current allows for a gentle low-resistance aquatic workout, all the way up to an aggressive swim.

Cal Spas **U-Select™** allows customers to customize any new Platinum™ Plus spa by selecting from 10 unique U-Select hydrotherapy systems.

U-Select™ are positioned in various configurations to deliver a unique massage that pinpoints specific areas of your back. U-Select™ is designed for you by you for your hydrotherapy needs.

**Unshoppable features** refer to exclusivity that customers cannot get anywhere else. We encourage our business partners to include Cal Spas Exclusive features onto floor models to demonstrate to customers the power of a Cal Spas product. Contact your Cal Spas sales representative for more information.



### WHAT ARE PEOPLE SAYING?

"We continue to be impressed with the product innovations year after year. Ordering 15, 30 or even 60 units in a given week and Cal Spas ability to produce them in just a few days gives us great flexibility. Cal Spas models display and sell very well at shows and fairs. We are able to hit key retail price points that position us well against our local competition."

**Mike Miller, Spa Store of Plymouth, Minnesota  
Cal Spas Dealer Since 2010**



**2017  
ANNUAL  
DEALER SUMMIT**  
Jan. 10 - 11, 2017  
At the  
**Disneyland Resort**

**Tuesday, Jan 10**

- Check-in
- ♦ Disney's Grand Californian Hotel & Spa
- Cocktail Hour & Dinner

**Wednesday, Jan 11**

- 2017 Product Overview
- ♦ Floor Setting
- Dinner & Award Ceremony
- ♦ Party in the Downtown Disney District

**Book your hotel accommodations today!  
CLICK HERE TO RESERVE YOUR HOTEL ROOM**




## Technical Bulletin – Product Updates

### Technical Bulletin – Waterfall Plumbing Enhancement

On August 12, 2016 Cal Spas made a change in the plumbing configuration of all spa models equipped with a circulation pump.

Waterfalls are now being plumbed to pump #1 (booster pump) rather than the previous method of plumbing through the circulation pump. This change was made by the Cal Spas engineering

team to improve water flow through both the waterfall and heater, improving overall performance and customer satisfaction.

This change will be standard on Platinum™ Spas and Platinum™ Plus Spas. Spas ordered with 24/7 Filtration (Opt16-112C) will also feature this change.

## Technical Bulletin - Tether Base for Swim Spas

Cal Spas engineers have created an easy step-by-step guide with instructions to replace the tether base on Swim Spas.

The swim tether serves as additional training equipment that allows for stationary swimming. The base for the tether holds the mechanism together which ensures customer safety and satisfaction. SEE GUIDE HERE

For more information about technical bulletins, guides and how-to's please visit Dealer Connection.



Better waterfall pressure on Cal Spas

## Dealer Quote

"I plan to continue to grow my business while partnered with Cal Spas. I have always enjoyed working with Cal Spas, and I am amazed that I can order a spa on Monday, have it built Tuesday and shipped on Wednesday and receive it in Canada by Friday. It's a huge benefit to get it delivered and paid a lot faster. Great Job!"

**Jim Roth, Hot Tub Wholesale, Alberta, Canada**



 Cal Spas Home Resort products are manufactured in the USA

## We Want To Hear From You

Submit your testimonials to be featured in our newsletter, email us at [press@calspas.com](mailto:press@calspas.com)

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## WHAT ARE PEOPLE SAYING?

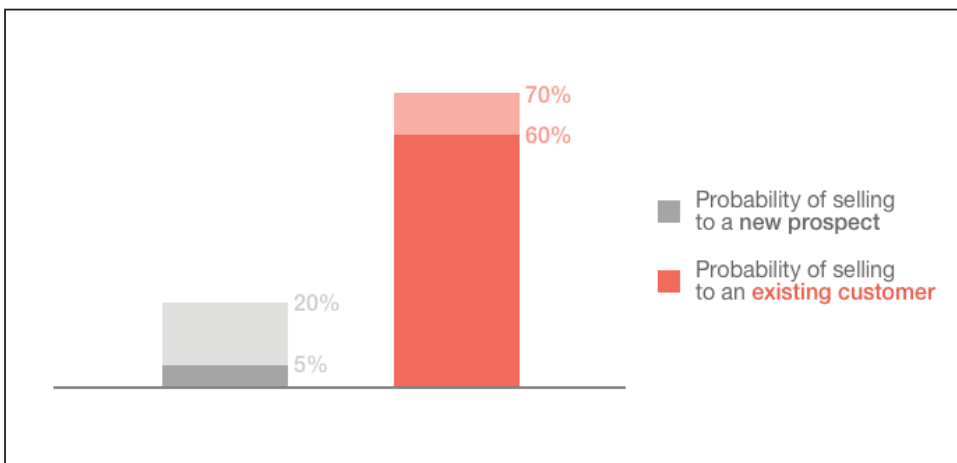
"I take pride in representing the Cal Flame brand and product line. One look at a Cal Flame product and you can tell right away you're dealing with one of the most high-end and best brands in the outdoor decor, entertaining, & cooking industry." **Sean Madraymootoo, www.TuffHut.com**

## Cross Selling Will Boost Your Sales Increasing Contract Sales with Cal Flame BBQ

Spas Southwest Inc. from Albuquerque, New Mexico has sold the most barbecue islands than any other dealer within our network year-to-date.

General Manager of Spas Southwest Inc., Thomas Chavez, owes his successes to simple yet effect strategies to increase customer appeal. "We have sold several spa and BBQ combos. You have to show the islands to sell the islands! Cal Flame will give you a boost in sales!" he says. Cross-selling is a strategy to sell products that are different — but possibly related — to the product the customer is buying.

Upselling isn't just a sales tactic; it's a customer happiness tactic that can help you build deeper relationships with customers by delivering more value. By offering a customer a deal on Barbecue Island to go nicely with their hot tub, or vice-versa, you are helping them create and build their ideal backyard home resort for a better price! Building relationships encourages loyal customers to return to your store for additional purchases and services – growing your business.



The probability of selling to a new prospect is 5-20%. The probability of selling to an existing customer is 60-70%.

If you have already made the first sell, you will have a better chance of selling the second product – something they would have otherwise not thought about purchasing. Each upsell can increase the lifetime value of your loyal customers, paying off for many years down the line.

Spas Southwest Inc. encourages creating meaningful relationships with customers. They entice customers by welcoming them in, before approaching the sell.

"On Saturdays we cook hot dogs and hamburgers for customers and they love it!" says Chavez.

We encourage business partners to carry both Cal Spas and Cal Flame products to increase sales and grow profits. Contact your dedicated sales representative for more information about Cal Flame BBQ. For product information please visit [www.CalFlameBBQ.com](http://www.CalFlameBBQ.com).



Photos courtesy of Spas Southwest Inc.



**HOLIDAY ADVERTISING  
SALES UPCOMING  
HOLIDAYS:**

**September Holidays**

- Patriot Day ..... 11th
- First Day of Fall ..... 22nd

**October Holidays**

- Columbus Day ..... 10th
- Halloween..... 31st

**November Holidays**

- Veterans Day..... 11th
- Thanksgiving..... 24th



**Your Everyday Sale**

In order to attract customers to your showroom floor, there must always be an ADVERTISED SALE going on! An easy, yet effective way to create an advertising schedule is by simply basing your sales off holidays. For example, Father's Day is a great opportunity to feature an Escape Plus Spa equipped with the booming Freedom Sound System for a dad that likes to rock out. For Summer Olympics, feature the best selling Swim-Pro F-1325 Swim Pro™ Swim & Fitness Spa for leisure and fitness.



**WHAT ARE  
PEOPLE  
SAYING?**

"We have been so successful with the Cal Spa line because it's so easy to sell - Being able to capture all market price points is essential - I love being able to package the spas the way I need them to compete in my market! The fast turnaround has made it so easy to offer my customers the colors and options they want and I don't have to stock as many units. My overall experience with every aspect of Cal Spas from ordering to warranty has been fantastic!"

**Scott Chandler, Spa  
Brokers, Colorado  
Cal Spas Dealer Since 2010**

**ATTENTION!**

**Grab Their Attention**

- Advertisement
- Email Blast
- Social Media

**URGENCY!**

**Going on RIGHT NOW!**

- 20% off NOW
- Buy Now & Save
- Limited Time Only

**ACTION!**

**Get The Hot Tub In Their Backyard**

- Free Delivery
- Free Financing
- 120 Days Same as Cash

# The Importance of Advertising

Advertising is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to convince customers that a company's products are the best, point out and create a need for product, draw customers to the business, and to hold existing customers.

In order to create an effective advertising campaign you must grab the consumer's attention, set an urgency to purchase, and follow through with the action to buy.



## Forms of Advertising:

**Internet/Website**

- Advertise on your website
- Google AdWords (Buy your competitors names, keywords)
- Social Media
- Newspaper

**Newspaper**

- Advertise in the most viewed section (Weather section on Friday, Saturday and Sunday)

**Television**

- Create a 30 sec commercial to broadcast
- Broadcast on most viewed channels

**Radio**

- Use your same TV commercial voiceover for a radio commercial

**Direct Mail**

- Evaluate your market
- Research your demographics
- Create direct mail promotions based on your territory

## There's Always a Reason to Have a Sale!

2016

**JANUARY**

1 – New Year's Day

**FEBRUARY**

2 – Ground Hog Day  
14 – Valentine's Day  
15 – President's Day

**MARCH**

17 – St. Patrick's Day  
27 – Easter

**APRIL**

15 – Tax Day  
22 – Earth Day  
29 – Arbor Day

**MAY**

8 – Mother's Day  
30 – Memorial Day

**JUNE**

19 – Father's Day

January	February	March	April
S M T W Th F S NEW YEAR'S DAY	S M T W Th F S GROUND HOG DAY	S M T W Th F S	S M T W Th F S
3 4 5 6 7 8 9	7 8 9 10 11 12 13	6 7 8 9 10 11 12	3 4 5 6 7 8 9
10 11 12 13 14 15 16	14 15 16 17 18 19 20	13 14 15 16 17 18 19	10 11 12 13 14 15 16
17 18 19 20 21 22 23	21 22 23 24 25 26 27	20 21 22 23 24 25 26	17 18 19 20 21 22 23
24 25 26 27 28 29 30	28 29 30 31	27 28 29 30 31	24 25 26 27 28 29 30
31			ARBOR DAY
May	June	July	August
S M T W Th F S	S M T W Th F S	S M T W Th F S	S M T W Th F S
1 2 3 4 5 6 7	1 2 3 4	1 2	1 2
MOTHER'S DAY	5 6 7 8 9 10 11	3 4 5 6 7 8 9	3 4 5 6 7 8 9
12 13 14 15 16 17 18	12 13 14 15 16 17 18	10 11 12 13 14 15 16	10 11 12 13 14 15 16
19 20 21 22 23 24 25	FATHER'S DAY	17 18 19 20 21 22 23	17 18 19 20 21 22 23
22 23 24 25 26 27 28	26 27 28 29 30	24 25 26 27 28 29 30	24 25 26 27 28 29 30 31
29 30 31		31	INTERNATIONAL LEFT-HANDED DAY
September	October	November	December
S M T W Th F S	S M T W Th F S	S M T W Th F S	S M T W Th F S
LABOR DAY	1	1 2 3 4 5	1 2 3
7 8 9 10	2 3 4 5 6 7 8	6 7 8	4 5 6 7 8 9 10
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15	11 12 13 14 15 16 17
18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22	18 19 20 21 22 23 24
25 26 27 28 29 30	23 24 25 26 27 28 29	27 28 29 30 31	25 26 27 28 29 30 31
	HALLOWEEN	CYBER MONDAY	CHRISTMAS
			FIRST DAY OF HANUKKAH
			KWANZAA

**JULY**

4 – Independence Day

**AUGUST**

Football Pre-Season  
13 – International Left-handed Day

**SEPTEMBER**

5 – Labor Day

**OCTOBER**

31 – Halloween

**NOVEMBER**

24 – Thanksgiving  
25 – Black Friday  
28 – Cyber Monday

**DECEMBER**

25 – Christmas  
25 – First Day of Hanukkah  
26 – Kwanzaa



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