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HOW THE MOST PROFITABLE SERUM DEALERS SELL SERUM WATERCARE PRODUCTS





For many spa dealers, chemical sales account for a large percentage of their annual profits. Serum™ Watercare dealers who prioritize selling Serum products prove that selling exclusive, high-performing products builds their chemical sales with exponential results. In fact, in 2021 some Serum dealers sold more than \$200,000 in Serum chemicals alone. For hot tub dealers looking to create equally strong chemical revenues, successful Serum Dealers lay out some of the keys to their success.

KEY TAKEAWAYS

Successful Serum dealers — those who are using Serum to grow their chemical sales year after year — have a few things in common.

1

They introduce Serum chemicals early in the sales process, before the hot tub is sold. Not only does educating the customer about Serum help alleviate any worries about tricky water care, but Serum's Auto-Ship Program with Lifetime Jet Warranty helps dealers sell more hot tubs.

2

They give away Serum samples to their customers. It's an investment that pays off! Customers experience firsthand how Hot Tub Serum keeps water clear and clean and makes hot tub ownership easier. When consumers see that the products work, they don't mind paying for premium, specialty chemicals.

3

They're motivated by customer service. Profitable Serum dealers sell so much Serum because they love the products themselves! Hot Tub Serum makes it easy for customers to maintain their hot tubs.

THE PLACE

MEDINA, OH

For The Place, selling large amounts of Serum each year is a multi-step process. Owner Andrea Reedy says, “Initially, the sales people introduce the product to the client and they’re very enthusiastic about the lifetime warranty that they offer. And clients, when they’re trying to choose a tub, getting a lifetime warranty on any part of it is something that they value.”

The second step is at delivery when the new spa owners receive a coupon for a free 16oz sample of Total Maintenance at an upcoming spa class.

That spa class is step three. Like many spa store owners, The Place conducts free spa school classes, usually a couple of times each month. Spa School sessions are an invaluable learning tool for new hot tub owners — but they’re a benefit for spa stores too! The Place is a perfect example. Reedy says it best.

We ... teach them about water balance. We teach them about how to take care of their tub and give them some tips — things that aren’t in the owners’ manual. So they find it very valuable to come to the class. And then an incentive is that they get this free product too. So, in the class, Tori (Executive Assistant at The Place) really thoroughly explains all the benefits of Hot Tub Serum. So, they’re very excited to get it home and start using it in the new tub. We hold our spa schools 2 or 3 times a month, either in the morning or in the evening so it fits clients’ schedules. They come and learn about the new products and how to make it easy to take care of their tubs.

Besides helping The Place serve their customers while establishing themselves as the local experts in all things hot tub (meaning their customers will return again and again for advice and expertise), their spa classes also help them illustrate the importance of using Serum.

One thing Reedy notes is that it's important to train their staff to sell Serum.

Many Serum products are specialty hot tub chemicals that customers have no idea exist — or that they need. Unlike many products, these specialty products need to be “sold” by the sales team. But, as Reedy explains, **“If you don't train your staff to sell it, they're not going to. It's just going to be something that's 'expensive' sitting on the shelf.”** Reedy says there's two important steps to training her staff to sell Serum.

One, they gotta try it. Two, they need to memorize some of the facts about it so that they can have an easy conversation about the product line with the client. And then listen to the client. What did they have before? What did they like about it? What did they not like about that? And how Serum could solve some of those issues for them. A lot of them (The Place's employees) have hot tubs already. If they don't, they get assigned to taking care of the hot tubs in the store. They have to come in before the store opens to use the different hot tubs. They're in charge of doing the water care for the hot tubs.

Handling water care issues themselves gives The Place's employees firsthand experience troubleshooting water issues and they see for themselves the power of using Serum.



EVERYTHING HOT TUBZ ENGLEWOOD, CO

For Everything Hot Tubz, their biggest focus is showing customers how Hot Tub Serum solves their water problems and makes hot tub ownership easier. Ed Konarske, Owner says, “We’re just honest about it. We let them know: this is going to make you owning a hot tub easier. It’s going to be better for the hot tub. It’s going to be easier on you, and ... it’s not going to frustrate you to the point of quitting. It’s long term and it’s going to let you take care of your investment.”

Konarske says that frustration with hot tub maintenance leads to dissatisfied owners who can give up on caring for their spas altogether.

I can’t stress enough that when I go out and do a service call and I’m looking at a hot tub with 20 broken jets and the heater is calcified and just all these different elements of the hot tub ... it’s because eight years previous to that, the person got sick of taking care of the hot tub. And that’s the reason their hot tub is broken. When you can show someone an easy method of water care, they’re going to take care of it. And because of that, their hot tub is going to last longer.

For hot tub owners who are so frustrated with water issues they want to give up, Hot Tub Serum is the solution. Konarske says, “Serum has allowed us to make it so much easier so we don’t get the same frustrations that (we) used to.”



While Serum products make ownership easier for customers, it also makes the job easier for spa dealers and service technicians. That is a selling point every sales team can get behind.

COLORADO CUSTOM SPAS

DENVER, CO

Colorado Custom Spas utilizes a 3-step approach to selling Serum.

First, they introduce Hot Tub Serum to customers as they're shopping for their spa. Not only does Serum's Lifetime Jet Warranty help sell the customer on the benefits of Serum, but, according to GM, Sam Gore, it helps sell the hot tub, too.

We talk about the jet warranty. We've actually used that to implement a more comprehensive lifetime warranty to our customers if they sign up for the Auto-Ship Program with Serum. And that's huge. Because, again, a customer hears horror stories of failed components ... and you can immediately address those concerns by saying "Hey, this product is going to give you a lifetime warranty on your jets." We sell more hot tubs due to the lifetime warranty that Serum offers our clients — absolutely.

Second, they provide Total Cleanse and Total Maintenance in their start-up kit as a gift for their customers. The sales team mentions this free upgrade during the sales process. As Gore says, for Colorado Custom Spas, this "differentiates (us) from our competitors who may just give them a bottle of chlorine". And it helps the sales team, "allay those concerns of difficult maintenance and having to be a chemist to maintain a hot tub".

That's all before the sale.

That free sample of Total Cleanse and Total Maintenance is an investment that pays off big for Colorado Custom Spas. Not only does it help them sell more spas, but it sets the standard for the customer. Spa owners rely on the expertise of their local hot tub dealer to know which chemicals are best for their water — and their health. Starting them off with these high-quality specialty chemicals means they're more likely to consider them a necessary part of their spa maintenance.

Then the products' performance seals the deal.

These two steps ensure that many of their new hot tub customers use — and keep using — Serum products. For existing customers, Hot Tub Serum is the solution that they recommend to keep water issues at bay. As Gore says, "Everybody forgets the hot tub occasionally ... and having the peace of mind, when I haven't managed my traditional sanitizer properly, that Serum is there to back me up. That's probably the biggest sell" for those customers.



CONCLUSION

For spa dealers looking to build chemical sales with Serum, keep in mind the three things most successful Serum dealers have in common:

- 1** Introduce Hot Tub Serum – and the Auto-Ship Program – early in the sales process.
- 2** Give Serum samples to customers so they can see the performance firsthand.
- 3** Recommend Serum because it solves customers' issues, making it easy for them to maintain their spas.





REEDY SUMS IT UP:

Okay, so here's the deal. The client wants something that's easy and safe for their hot tub. If you don't provide it to them, they're gonna go and find it from someone else. So, if you come out of the gate with the Hot Tub Serum, you're offering them, what I believe, is the best on the market. And they're not going to find something better. And once they're using it and they see how easy it is — see how clear their water is, have that secure feeling of it being a safe environment for them — there's no need to look somewhere else.

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