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## Longley releases 'how-to' book for sales professionals



Photo courtesy Top 10 Sales and Consulting

**Marco Longley officially launched his book, *The Ultimate Hot Tub and Pool Sales Book*, at the 2009 International Pool | Spa | Patio Expo (IPSPE) in November.**

Selling hot tubs just got easier, with the release of sales expert Marco Longley's new book, *The Ultimate Hot Tub and Pool Sales Book*.

Officially launched at the 2009 International Pool | Spa | Patio Expo (IPSPE) in November, the book offers readers a better understanding of sales by providing a variety of techniques, strategies and sales exercises specific to the swimming pool and hot tub industry.

In writing the book, Longley, president of Top 10 Sales and Consulting in Langley, B.C., drew from his career as a sales professional, which has spanned more than 25 years and multiple countries.

He says the idea for the book came from his wife, Anne.

"After the hot tub manufacturer I was with shut down, I spent more than a

### April 22, 2010

#### Pool, Spas & Patios to hit newsstands



The 2010 annual issue of *Pools, Spas & Patios*, the only Canadian magazine targeted to the backyard leisure living market, will be available on newsstands April 26.

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#### Distribution deal reached for water dechlorination line



CanNova Industries, a manufacturer of specialty dechlorination products for swimming pool water in Toronto, has reached an agreement with SCP Distributors Inc., to carry its JustFlo™ line.

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#### Waterco Canada reaches manufacturing milestone



Having reached the milestone of 50,000 pool heaters, swimming pool heat pump manufacturer, Waterco Canada Inc., recently celebrated the occasion with its staff.

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