

Dear Sure Step,

I had been on a search for a new business opportunity for 3 years. I looked at so many, I cannot possibly remember them all, but each of them failed to match my three non-negotiable criteria:

1. It had to be something I did not have to start from scratch but that had a successful business model already in place.
2. The company needed to have a solid history of success and a stellar reputation.
3. It had to be a business I could be proud of and that contributed to others in a positive and meaningful way.

Then, I happened upon Sure Step and at first passed it by because it seemed to be one of those “too good to be true” opportunities. I am so glad I decided to investigate further and to become a Sure Step Distributor. It has been one of the best decisions I have ever made and I have not had even one moment of regret since making it. This business meets all three of my criteria with flying colors.

I researched Interlake Chemicals and the Sure Step opportunity for a couple of months before making my final decision. During that process I searched for their competitors and found that, essentially, there are none. I also talked to several men I highly respect that included an entrepreneur, a CFO, and an Executive Manager and without exception they all said that Sure Step was a fantastic opportunity and that I should definitely “go for it.”

Once I went through the process to become a Distributor, which was an incredibly smooth and positive experience, my training was scheduled and Dustin Hapka, a Master Distributor with 10 years of experience was standing on my front porch, ready to go.

I cannot adequately describe the positive experience my three days of training were. Ours is a family business with my wife, and all three of my sons taking part. Dustin worked with each of us and answered every question we had. By the start of day 2 we were out making presentations and I was learning not only how to present the product, but also what the most lucrative businesses to talk to were. By day 3, I was doing all of the talking at our appointments. I felt completely confident in what I was doing. That is how effective the training was.

One of the things I love about this business is that there is no “hard selling” going on. This is a service people genuinely need. Not only that, if you can get five minutes of a person’s time to do the demonstration, the product really does sell itself. I never get tired of seeing the expressions on people’s faces when they see what the Non-slip treatment can do for them.

By the time my training experience was complete, I had already presented two quotes for jobs. BOTH of those jobs closed within in a week after my training was finished for over \$14,000 in sales. Two weeks after that, we presented a quote for a \$19,000 job and we are just waiting on a signature so we can move forward there.

At this point, only 1 month after my training, I have meetings scheduled with a pool management company with hundreds of pools in our area, a country club, a restaurant chain, and a local resort. I am also in the process of adding two sales people to our team and several installers to help with all the work that is starting to come our way.

I knew from my investigation into this opportunity that it would be successful. The only way to fail here is to do nothing. If you put in the effort, you *will* succeed. But if anyone had told me I would be experiencing this much success, this quickly, I would never have believed it.

Well, believe it.

I cannot recommend this company highly enough. It has been an excellent experience from the very first phone call I made. I cannot wait to see what the future holds as I get to help make the world a safer place one step at a time!

Sincerely,  
Joseph