

The Vermont 'detective'

Ernest Lydecker of H.A. Manosh Corp. in Morrisville, VT, admits he likes working with water "miseries and mysteries" and even finds working with "wells from hell" rewarding.

"Being able to find solutions through proper testing and knowledge of the water in your region can be something to look forward to every day," he says. "We all have our 'wells from hell' that pose challenges for us, but finding the key to these wells is very rewarding."

Lydecker started out in the water treatment industry in the 1980s working for Oakville Pump, in Rutherford, CA, a well pump company. Later he spent several years working under Bill Dodd with Culligan in Napa

County, CA.

Eventually, in 2002, Lydecker, whose hobby is woodworking, moved back to Vermont and started working for Manosh, a company owned by Howard Manosh that had been drilling water wells for more than 45 years.

Lydecker and Howard's son, Nick, decided there was a need to help their clients with water quality. A lab was then set up at the company to test samples from different well sites.

He describes the local water: "In our area,

we found the need for a way to remove dissolved iron, manganese and hardness. Toward Lake Champlain, we run into high concentrations of hydrogen sulfide. We also have pockets of organic iron/iron bacteria."

Most of the equipment Lydecker sells consists of softeners, depth filters, iron filters and aeration/Centaur carbon systems. Lydecker said that a lot more ultrafilters have been sold over the past 2-1/2 years.

Manosh drills about 250 to 300 water wells per year, providing a built-in client base for water treatment equipment. "It has allowed us to garner over 125 treatment clients a year or add approximately \$200,000 of written business to the company yearly for the past five years," Lydecker says. He also credits many sales leads to advertising and word-of-mouth.

Lydecker's advice to other salespeople: Get as much training as possible. "I think one of the most valuable assets one can have is the core training, but being successful comes in three parts: knowing the science, being partly a detective and having a



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— Ernest Lydecker

positive sales attitude. And this combination is not always easy."

Lydecker recalls that in California, soils were volcanic and dry most of the year, and some water treatment people there missed the opportunity to sell equipment to remove silica because they mistook silica residue for hardness.

He says, "Finding the key to a client's water needs is mostly science, but if you know where to start your investigation, gather all the right facts about the well and its history, are able to determine the correct signals, and advise the client as to the proper treatment for their well, you will have a satisfied client."

— Debra Gorgos