

Quotes of the month

"The indispensable first step to getting what you want out of life is this; decide what you want."

- Ben Stein (author)

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."

- Jimmy Dean

Interesting Facts

More than 50% of the people in the world have never made or received a telephone call.

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Alternative Quotes for the month

"When I die, I want to go peacefully like my grandfather did—in his sleep. Not yelling and screaming like the passengers in his car."

-Bob Monkhouse

"Always borrow money from a pessimist, They won't expect it back."

- Oscar Wilde

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Is Your Price Right ?!

Every business sets a price for its product or service. Usually it's set by reference to what our competitors charge (or what we think they charge !) and how much it costs us to make or supply. And a good number of times our customers or potential customers ask if we can reduce it ! And often we do ! Why ? Usually because we're afraid we'll lose the sale, and reducing price is the easy way out.

At the end of the day price is determined by 2 people - the one selling and the one buying. There isn't a right and wrong price, although people have discussed what it is for thousand of years. Maybe John Ruskin, a Victorian philosopher got closest when he said;

"There is hardly anything in the world that someone can't make a little worse and sell a little cheaper, and the people who consider price alone are that person's lawful prey.

It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money - that is all. But when you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder it is well to add something for the risk you run, and if you do that, you have enough to pay for something better."

So whichever side of the table you are, pay or charge the right price and you'll usually end up with the right deal.

Gold For Team GB

So as the 2016 Rio Olympics have come to a close, we can't help but be proud as a nation of what our athletes have achieved. Britain is the first country to improve on a home medal tally at the following Games, collecting 67 to beat the 65 from London 2012. They won gold medals across more sports than any other nation - 15 - and improved on their medal haul for the fifth consecutive Olympics. With the total of 67 medals, 27 being golds, Team GB finished second in the medal table - above China for the first time since the latter returned to the Games in 1984.

As well as our own athletes, we would like to congratulate athletes from the 9 countries that won their first ever gold medals including Fiji's first Olympic medal in the rugby sevens.

Sonic News

Valve Ultrasonically Cleaned

This week we cleaned a valve for a local company that work in the oil industry. They wanted to remove any contaminant that was picked up during the manufacturing process and ultrasonics were the the best way forward. The plates were left sparkling ready for the customer to collect.



Call now on 01924 495975 or email us on sales@sonicsolutionsltd.com to discuss your ultrasonic needs.

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ultrasonic cleaning experts