

2005 CALENDAR OF EVENTS

February 27- March 5	Pittcon 2005 Orlando, Florida Web: www.pittcon.org
March 6-8	Compressed Gas Association (CGA) Annual Meeting Saddlebrook, Wesley Chapel, FL Web: www.cganet.com
March 29-April 1	National Hydrogen Association (NHA) Conference Washington, D.C. Web: www.hydrogenconference.org
April 12-15	AchemAmerica 2005 Mexico City, Mexico Web: www.achemamerica.de
April 24-26	GAWDA Spring Management Conference Dallas, Texas Web: www.gawda.org
April 26-28	AWS 2005 Welding Show Dallas, Texas Web: www.aws.org
July 11-15	SEMICON West Moscone Center, San Francisco, CA Web: www.semi.org
September 12-17	International Essen Welding Fair Essen, Germany Web: www.messe-essen.de
September 20-24	GAWDA 61st Annual Convention Grand Wailea Spa & Hotel - Maui, HI Web: www.gawda.org
October 18-20	Medtrade 2005 Atlanta, Georgia Web: www.medtrade.com
October 22-26	International Oxygen Manufacturers Association (IOMA) Hong Kong, Peoples Republic of China Web: www.iomaweb.org
November 13-16	AWS — FABTECH McCormick Place, Chicago Web: www.aws.org

Art of Selling...

by Art Waskey

Sales Amateur or Professional?

During a productive day of planned calls, the young professional I was traveling with told me his next scheduled call was from a lead he had received from an existing customer. The prospect was the largest job shop in his territory.



Before leaving his car and entering the business, I was led through an elaborate pre-briefing of the individual we were going to visit. The rep told me how he would apply NLP (Neuro Linguistic Programming) to match and mirror the prospect's body language, tonality, and words. As he continued, he reviewed the company's organizational chart, and told me how he planned to discover the decision-makers DISC (Dominant, Influencing, Steady, Compliant) profile. All his planning was designed to build a strong relationship and develop need.

As a sales rep, how do you feel when you read this scenario? In his recent book *Rethinking the Sales Force*, Neil Rackham reminds us "sales functions everywhere are in the early stage of radical and profound changes comparable to those that began to transform manufacturing 20 years ago. Customers are fundamentally changing their patterns of purchasing and changing what they want from a sales relationship."

So, how do we face these changes? What skills do we need to insure that we make a difference as our customer's look for this new sales relationship? Or asked in a much more personal way, what differentiates a sales amateur from a true professional?

If you can answer "yes" to some or all of these questions, you are on your way in becoming a pro: Have you read at least one of the latest sales books in the last year? Did you listen to 2 or more sales related CDs, DVDs, etc. within the last year? Have you been to a seminar on sales or product training? Do you network through membership in targeted associations? Do you ask for referrals from existing customers? Do you regularly read business journals looking for professional categorized lists or leads? How about the business section of your news paper, do you read it regularly?

From my opening story, when we climbed back into the car after the call, the sales professional began to de-brief the call. He had identified the prospect as a Dominant behavioral type; during the call he had effectively matched his rapid body language and loud, fast tones. He concluded that a fast, results-oriented, follow-up e-mail was in order. Today, we are enjoying business from this account.

No matter where you may be in your career today, think about what I have said, make the commitment and go to the next level. Plan to incorporate these characteristics not just for a week or a month, but for your career. You will be amazed at the results; the satisfaction and respect you will earn. ■

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