

## 2005 CALENDAR OF EVENTS

<b>May 11, June 16</b>	<b>Spiritus Consulting HyCO Seminar</b> Glaziers' Hall, London Web: <a href="http://www.spiritusgroup.com">www.spiritusgroup.com</a>
<b>June 1-3</b>	<b>GAWDA University SMC</b> Hilton Hotel, New York, NY Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>July 11-15</b>	<b>SEMICON West</b> Moscone Center, San Francisco, CA Web: <a href="http://www.semi.org">www.semi.org</a>
<b>September 7-9</b>	<b>The 7th China International Exhibition on Gases Technology, (IG, China 2005)</b> Hangzhou City, Zhejiang Province, China Web: <a href="http://www.China-gases.com">www.China-gases.com</a>
<b>September 12-17</b>	<b>International Essen Welding Fair</b> Essen, Germany Web: <a href="http://www.messe-essen.de">www.messe-essen.de</a>
<b>September 20-24</b>	<b>GAWDA 61st Annual Convention</b> Grand Wailea Spa & Hotel - Maui, HI Web: <a href="http://www.gawda.org">www.gawda.org</a>
<b>October 18-20</b>	<b>Medtrade 2005</b> Atlanta, Georgia Web: <a href="http://www.medtrade.com">www.medtrade.com</a>
<b>October 22-26</b>	<b>International Oxygen Manufacturers Association (IOMA)</b> Hong Kong, Peoples Republic of China Web: <a href="http://www.iomaweb.org">www.iomaweb.org</a>
<b>November 13-16</b>	<b>AWS — FABTECH</b> McCormick Place, Chicago Web: <a href="http://www.aws.org">www.aws.org</a>

## 2006 CALENDAR OF EVENTS

<b>October 3-5, 2006</b>	<b>AWS — FABTECH</b> Atlanta, Georgia Web: <a href="http://www.aws.org">www.aws.org</a>
<b>October 14-18, 2006</b> (Tentative dates)	<b>GAWDA 62nd Annual Convention</b> Walt Disney World Dolphin, Orlando, FL Web: <a href="http://www.gawda.org">www.gawda.org</a>

## Art of Selling...

by Art Waskey

*What's the VALUE of your sales integrity?*



As a sales person, have you ever been called/ labeled a "used car salesman?" How did you feel? Do you think it's fair that car salesmen are stigmatized this way?

Recently I needed a new company car. Being a discerning consumer, I decided to shop around. This also offered me an opportunity to evaluate the professional sales skills and integrity of another industry.

I visited five showrooms. The standard response: "If I could put together a deal for you today, would you be in a position to buy?" I tried to get the best deal by leveraging one offer against another. I even looked in two cities 60 miles away while there on business. Both promised they "could beat ANY pricing in Denver because they operated with lower overhead and smaller margins." So my best deal appeared to be out of town or so I thought.

Are you starting to feel uncomfortable? What is that strange feeling in your gut? Can I really trust salespeople!

In his book, *Integrity Selling*, Ron Willingham says, "I'm convinced that a lack of consumer trust plagues many salespeople today." At the time of writing his book in 1987, Mr. Willingham was giving seminars for General Motors "because GM understands that to compete in the marketplace it is necessary to develop dealers and salespeople the public can trust and respect."

Here is an excerpt from Mr. Willingham's book:

1. Selling is an exchange of value. Selling isn't something you do *to* someone, it's something you do *for* and *with* someone.
2. Understand people's wants or needs. Develop trust and rapport before any selling activity begins.
3. Ethics, integrity and values contribute more to sales success than do techniques or strategies.
4. Selling pressure is exerted only by prospects as they want or need the items being sold.
5. Negotiation should be considered a problem solving strategy, not the manipulation of a situation.
6. Closing the sale IS a victory for both salesperson and customer.

But just as I was preparing to sign the paperwork at the fifth dealership, I noticed \$2,300 had quietly "been added" to the contract. After all my efforts: 5 dealerships, 120+ miles, and over 7 hours of my life, I ended up back at the first dealer just three miles from my house with the Sales Manager who had told me initially, "There is no way that another dealer can sell a new car model at the price you want." He was right; he was honest—he had integrity, and yes, he CLOSED the sale! Oh, incidentally, the other dealer had the audacity to call me back the next day and try to restructure his deal!

*Art Waskey is currently Vice President of Sales & Marketing for General Air Service and Supply Company in Denver, Colorado. He is also a sales consultant, motivational speaker, and Distinguished Toastmaster. He can be reached via e-mail at [awaskey@generalair.com](mailto:awaskey@generalair.com) or his business website [www.impactspeakingdynamics.com](http://www.impactspeakingdynamics.com).*