

2005 CALENDAR OF EVENTS

July 11-15	SEMICON West Moscone Center, San Francisco, CA Web: www.semi.org
September 7-9	The 7th China International Exhibition on Gases Technology, (IG, China 2005) Hangzhou City, Zhejiang Province, China Web: www.China-gases.com
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

2006 CALENDAR OF EVENTS

March 11-16	Hydrogen Expo USA - NHA Conf. Long Beach, CA Web: www.hydrogenexpo.com
March 12-17	PITTCON 2006 - 57th Conference Orlando, Florida Web: www.pittcon.org
October 3-5, 2006	AWS — FABTECH Atlanta, Georgia Web: www.aws.org
October 14-18, 2006 (Tentative dates)	GAWDA 62nd Annual Convention Walt Disney World Dolphin, Orlando, FL Web: www.gawda.org
November 4-8	International Oxygen Manufacturers Association (IOMA) Los Cabos, Mexico Web: www.iomaweb.org

Send your Calendar Items to Editors@cryogas.com

Art of Selling...

by Art Waskey

Repair it or Replace it?



What do you do when you discover a new product you have just sold has a major defect? Do you repair it or replace it? Which decision offers the highest level of integrity to the customer?

I recently purchased a new minivan. In less than three weeks, I noticed a slight engine noise, so I returned it to the dealer. The Service Manager called the following day to advise me that the engine needed to be replaced. As an informed consumer, should I expect the dealership to ... repair it, or replace the car?

From his book *Developing the Leader Within You*, John Maxwell recommends, "Integrity is not a given factor in everyone's life. It is a result of self-discipline, inner trust, and a decision to be relentlessly honest in all situations in our lives. When we sell out to someone or something else, we also sell out ourselves."

I suggest that when you are put in the position to resolve the minivan situation, you might consider these questions:

- What would I like to see happen, if I were in the customer's position?
- What inconvenience have I caused my customer?
- What precedent have I set in similar situations?
- How will other employees feel about the resolution decision?
- What is this customer going to be communicating to the public about our decision?
- What decision represents the highest form of integrity?

In my situation, a rental car was provided at no charge during a two week wait; finally, the Service Department informed me that my vehicle was ready. I made it a point to ask for the General Manager upon arrival. I advised him that anytime anyone asked me how I liked my minivan, I would tell them of his dealership's decision to repair rather than replace.

To their credit, the dealership extended the warranty, but it was not what I felt should have been the most desirable outcome...it was not the final result I wanted.

What would you have done? In a very delicate situation, no one can provide you the perfect answer for your specific circumstance. Referring once again to John Maxwell, "No one achieves and sustains success without self-discipline. And no matter how gifted a leader is, her gifts will never reach their maximum potential without the application of self-discipline. It positions a leader to go to the highest level and is a key to leadership that lasts."

Sometimes it is the struggle, the process of developing discipline, that shapes the person. What represents the 'highest form of integrity' for you, "repair it, or replace it"?

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 or his business website www.impactspeakingdynamics.com.