

CryoPrague2006

Three International Cryogenic Conferences
Come to the Czech Republic This Summer



Three international cryogenic groups will host *CryoPrague 2006* in one city, and under one roof, this summer. The International Cryogenic Engineering Conference (ICEC), the International Cryogenic Material Conference (ICMC) and the International Institute of Refrigeration (IIR) conference will join forces in Prague, the capital of the Czech Republic, in July from the 17th through the 21st. The new multi-group conference will address the challenges which cryogenics, as a branch of science, technology and industry, faces in 21st century. This is a new opportunity to take in three great conferences in one trip and a chance to see Prague, one of Europe's most interesting cities, with a population of one million and streets filled with architecture that reflects one thousand years of its history.

Topics for the new format multi-conference include Cryogenic Technology, Cryogenics Processes, Cryogenic Equipment, Superconductors, Design Materials at Cryogenic Temperatures, Industrial Cryogenics and Application for Gases, and the Biological Aspects of Cryogenic Preservation of Cells and Tissues. Each topic has six to seven sub-topics that will be covered in Prague. The organizers expect 700 to 1000 participants from around the world at this year's expanded-format meeting.

CryoPrague 2006 will present attendees with an unprecedented scope of information on cryogenics and provides a unique opportunity to network with an extensive range of cryogenic industry specialists from around the world. The ICEC will bring its expertise on helium technology, superconductivity, accelerators, cryocoolers and space applications to the conference. The ICMC brings its focuses on both superconductive materials and structural ones. The IIR covers classic cryogenic subjects, including air and gas separation, liquefied natural gas, industrial, biological and medical applications for industrial gases. The IIR Conference, which has been held every second year in Prague, has always included participants from all over the world including Europe, North America and Asia and is known as an especially good venue for making international contacts.

A variety of accommodations are available next to the Congress Center where *CryoPrague 2006* is being held, or in the city's smaller hotels located in the Old Town section of Prague. Details on the multi-conference can be found at www.icaris.info/CryoPrague2006.



Art of Selling...

By Art Waskey

AVOIDING THE SALES AMBUSH

It has been my delight to work with a seasoned rep that recently joined our company. The rep had scheduled a cold call with an account we had done business with in the past. The potential for an "ambush" here was that the customer remembered things about our past relationship that the sales rep had no way of knowing.

When was the last time you visited a customer that had a retaliatory hidden agenda? Were you able to avoid the pitfalls or were you "ambushed" when you started to give the standard 30-second commercial about your company's products and services?

A SIMPLE 5-STEP PROCESS TO AVOID THE AMBUSH!

1. Early in the call ask your customer if he/she has a specific agenda, questions or unresolved issues with your company.
2. Start the meeting by focusing on those issues or questions.
3. Fully discuss the issues/questions. Take notes on the customer's statements and feelings and give the customer a list of "things you will do" to resolve the issues BEFORE your next meeting.
4. Ask your standard inquiry questions. Concentrate on what the customer is thinking. Focus on the "thoughts behind the words."
5. **Ask three more clarifying questions.** Here are excellent examples:
 - How long have you used these specific, products or services?
 - What are the three most CRITICAL products and services purchased?
 - WHY are they so CRITICAL to your organization?
 - WHAT HAPPENS when these products and services are DEFICIENT for your needs?
 - Can you give me a RECENT EXAMPLE of this?
 - HOW did you RESOLVE these issues?
 - The MOST CRITICAL SERVICE ISSUE for you remains ...?

Utilize these questions with a communication skill called *active listening*. Understand the customer's point-of-reference — *parrot*, *paraphrase*, or *affirm* their responses to your questions. *Parroting* is simple, just repeat the customer's exact words. Or, *paraphrase* his response. Or, *affirm* their words with "I understand", or "Thanks for bringing that up." *Active listening* is a powerful tool for maintaining control of the sales process while discovering the customer's unqualified needs.

The experienced rep in the opening paragraph knew never to assume that he knew the customer's viewpoint. Using the *5-step process above*, he uncovered critical information. He discovered that this customer, years ago, had an unpleasant experience with one of our store managers. Using the clarifying questions and *active listening* techniques, the rep was able to successfully "avoid the ambush."

The next time you face a prospect, slow down the relationship-building process. Follow the *5-step process above* and remember the 5th step — three more discovery questions and then practice your *active listening* skills. "Avoid the Ambush" by taking the time to discover your customer's deepest needs, and watch your sales opportunities grow!

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