

ADVERTISERS' INDEX

Acme Cryogenics www.acmecryo.com	50, 52
Air Products www.airproducts.com	52
CCH Equipment www.cchequipment.com	12
Chart Industries www.chart-ind.com	17
Cramer Decker www.cramerdecker.com	Insert
Cryolab www.cpc-cryolab.com.com	13
CPV Manufacturing www.cpvvmfg.com	50
CVA www.cvatanks.com	10
CryoGas International www.cryogas.com	43, 44
FIBA Technologies www.fibatech.com	2
Flouramics www.tufoil.com	6
Gas Equipment Company www.gasequipment.com	22
Generant www.generant.com	11
Genstar www.genstartech.com	50
GOW-MAC www.gow-mac.com	23
Leaders www.leaders-llc.com	35
Precise Equipment Company www.precisemanifolds.com	30
REGO CryoFlow Products www.regoproducts.com/cryoflow	4, 5, 50
Rockwood Swendeman www.rockwoodswendeman.com	13
Salof www.salof.com	9
Saf-T-Cart www.saftcart.com	Inside Back Cover, 50
SGD www.sgd.com	8
Specialty Trailer & Leasing www.specialtytrailerleasing.com	7
Taylor-Wharton/Harsco GasServ www.taylor-wharton.com	Inside Front Cover, 50
Thermco www.thermco.com	14
Veite Cryogenics www.veitecryogenic.com	21
Weldcoa www.weldcoa.com	Back Cover
Western Enterprises www.westernenterprises.com	26
Western International www.westernintl.com	31
Worthington Cylinders www.worthingtoncylinders.com	27



Art of Selling...

By Art Waskey

“WORTH THE PAIN?”

I have fond memories of a former sales rep, Keith, whom I mentored for 10 years. He was a dominant, outspoken individual who frequently and openly expressed his opinions. When we introduced him to the computer and our CRM (Customer Relation Management) system, Goldmine, he fiercely objected: “Why should a successful sales person have to waste valuable customer contact time devoting all this effort into typing information into a silly computer, instead of spending ‘face-to-face’ time with the actual customers?”

Have you ever felt frustrated when you were required to learn new software, sales skills, territory planning, or organizational development skills, etc?

I was recently reminded of the importance of continual self improvement by John Maxwell in his book, **The 21 Irrefutable Laws of Leadership**. Maxwell states, “The guideline that helps me determine my priorities is the three R’s. No, they’re not reading, writing, and arithmetic. My three Rs are requirement, return, and reward.”

1. **What is the Requirement?** We are all accountable to someone. For that reason, your list of priorities must consistently align with what is required of you. Respect the leaders in your organization for their vision; allow them to direct you; and concentrate on how to apply the new principles.
2. **What yields the greatest Return?** Spend the majority of your time developing your greatest strength. If you love customer contact, do research to find the latest tools for locating the best prospects. If you sell best through technology applications, use the Internet to learn more about your customers’ product, processes, etc.
3. **What generates the greatest Reward?** The activities that generate the greatest personal reward form the motivations in an individual’s life. Passion energizes the soul of an individual. What are you **PASSIONATE** about? Pursuing your heart’s desire produces the greatest sense of accomplishment. It is easy to identify the successful sales people by their passion for their customers.

A few years ago, Keith decided to leave our company to follow his driving passion: starting his own business in a totally different field. One year later, I received an early morning telephone call from Keith. Apologetically, he said to me, “Art, I just wanted to call and let you know how sorry I am for being so obnoxious all those years while you were trying to teach me computer skills and software applications. I would **NEVER** have succeeded in my new business if I’d been unskilled in using the computer. Thank you for investing your time and helping me grow.”

The next time you are struggling with finding time in your hectic schedule to read that special book on new sales techniques, to study the new software manual, to revamp your organization planner, remember Keith. It is only through perseverance that we fulfill our greatest potential.

Art Waskey is Vice President of Sales and Marketing for General Air Services and Supply Company in Denver, Colorado. He can be reached via e-mail at awaskey@generalair.com. □