



Art of Selling...

By Art Waskey

A MAN WITH AN ATTITUDE

Over my 30+ year sales career, I have been blessed with a number of mentors that significantly influenced my decisions. One that particularly comes to mind is Jim Webb, President of BTU Gases. I call him "A man with an Attitude." He could just as easily been referred to as "the Coach." While others may have mistaken Jim's loud, aggressive manner as reprimanding, to those of us involved in sales communications with him, it was pure motivation. Successful people have one thing in common ... an attitude. Let's evaluate your attitude!

In his book, *Developing the Leaders Around You*, John Maxwell defines common characteristics of successful leaders. John lists five characteristics that to me, also distinguish Jim as a leader with an attitude:

1. Self-development — The internal capacity for self-improvement. When I was recruited to work with Jim on a special turn-around assignment in 1980, I saw first-hand his passionate commitment to improve himself through slogans, movie quotes, long working hours, etc. The amazing thing was — everybody else around him suddenly got better.

2. Desire to Change — Many people have overcome insurmountable obstacles and transformed their lives when they realized that positive change IS possible if the commitment to change is significant. Jim's ambition to overcome obstacles and change his situation was legendary.

3. Drive — If you want to help people improve their quality of life vision and build their self-worth, let them observe your commitment to becoming more productive at work and developing more positive relationships. Observing a successful work ethic makes others feel positive about themselves and the benefits cascade into every aspect of their lives.

4. Optimism — The race of life is often filled with difficult hurdles to conquer. Jim took on difficult circumstances with a dogged determination to succeed. He inspired me to reevaluate how I looked at obstacles in my personal and professional life.

5. Positive Thinker — Negative thoughts produce negative actions; positive thoughts produce positive actions. We are a product of the thoughts we allow to dominate our minds. If your attitude towards the world around you is excellent, excellent results tend to follow. Working shoulder to shoulder with Jim in numerous challenging sales circumstances I became a better person because of his positive attitude.

Jim is now in his mid-sixties. He is often recruited for his ability to motivate sales force personnel. He recently dropped by our offices and when I asked him for a comment on attitude, he responded, "The greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we start to really grow!"

I want to thank Jim for his influence on my life. You are an amazing "Man with an Attitude." And to the reader I say, look in the mirror and ask ... "What is your attitude?"

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CALENDAR OF EVENTS

September 11-13, 2006

2006 Hydrogen Production and Storage Forum
Vancouver, BC Canada
Web: www.intertechusa.com

September 13-15, 2006

CHINA-IG
International Exhibition on Gases
Beijing, China
Web: www.china-gases.com

September 18-20, 2006

Great Lakes 2007 Conference
Society of Manufacturing Engineers
Grand Rapids, MI
Web: www.sme.org

September 19-21, 2006

Medtrade Conference & Exposition
Georgia World Congress Center
Atlanta, Georgia
Web: www.medtrade.com

October 10-12, 2006

COLLABORATIVE 2006 —
The Society of Manufacturing Engineers
Huntsville, Alabama
Web: www.sme.org

October 15-18, 2006

GAWDA 62nd Annual Convention
Walt Disney World Dolphin,
Orlando, FL
Web: www.gawda.org

October 30-Nov. 2, 2006

GAWDA at FABTECH/ AWS
Atlanta, Georgia
Web: www.gawda.org

October 31-Nov. 2, 2006

2006 FABTECH/ AWS
Atlanta, Georgia
Web: www.aws.org

November 4-8, 2006

International Oxygen
Manufacturers Association
(IOMA)
Los Cabos, Mexico
Web: www.iomaweb.org

November 13-17, 2006

2006 Fuel Cell Seminar
Honolulu, Hawaii
Web: www.fuelcellseminar.com

February 25 –March 2, 2007

PITTCON Conference 2007
Mc Cormick Place
Chicago, Illinois
Web: www.pittcon.org

March 19 -21, 2007

Hydrogen Expo US
Hydrogen Here and Now
San Antonio, Texas
WEB: www.hydrogenexpo.com

March 19 - 22, 2007

18th Annual NHA Hydrogen
Conference
San Antonio, Texas
WEB: www.hydrogenexpo.com

UPCOMING FEATURES



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Helium Market Update
A Look at LNG
Supply Chain: IT and MIS
AWS/Fabtech Show
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Company Profiles: Players in Emerging Medical Markets

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