

2007 CALENDAR OF EVENTS

January 22-23, 2007

GTLtec07
Doha Qatar
Web: www.gtltec.com

January 29-31, 2007

SteelFab 2007
Expo Centre Sharjah,
United Arab Emirates
Web: www.meindustrialshow.com

February 2-3, 2007

AIIGMA 29th National Seminar
Kochi India
Web: www.aiigma.org

February 7-9, 2007

Fuel Cell EXPO 2007
Tokyo Big Sight, Japan
Web: www.fcexpo.jp/english/

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/

March 28-30, 2007

CGA Annual Meeting
St. Petersburg, FL

April 20-2007

HANNOVER MESSE
World Trade Fair for
Industrial Technology
Hannover, Germany
Web: www.hannovermesse.de or
www.hf-usa.com/hannovermesse

April 30-May 3, 2007

Offshore Technology
Conference 2007
Houston, Texas, USA
Web: www.otcnet.org

May 14-18, 2007

AchemAsia 2007
Congress on Chemical
Engineering and Biotechnology
Beijing, China
Web: www.achema.de/

May 20-22, 2007

GAWDA Spring Management
Conference
Pointe South Mountain Resort
Phoenix, Arizona
Web: www.gawda.org

July 16-20, 2007

SEMICON West
Moscone Center, San Francisco, CA
Web: www.semi.org

September 15-19, 2007

GAWDA Annual Convention
Westin St. Francis
San Francisco, CA
Web: www.gawda.org

September 19-21, 2007

InnoJoin 2007
Marketplace of Innovations
Essen, Germany

October 13-17, 2007

IOMA Annual Meeting
Barcelona, Spain

November 11-14, 2007

FABTECH/ AWS Show
Chicago, Illinois
Web: www.aws.org



Art of Selling...

By Art Waskey

DEALING EFFECTIVELY WITH AN ANGRY CUSTOMER

Recently, a seasoned rep came into my office visibly shaken by an angry customer call she had just received. The customer ranted throughout the call, "You have been billing me rent for cylinders I returned six months ago! I have been trying unsuccessfully to get this situation resolved with your billing department for several months and all I get is more bills and now, I'm even being billed for lost cylinders. If you can't get this mess straightened out, I am going to cancel my account!"

When is the last time you heard similar remarks from an angry customer? Were you tempted to FIRE the *customer*? Did you handle the situation effectively?

In his book, *The Other Side of Love, Handling Anger in a Godly Way*, psychologist Dr. Gary Chapman lists steps for effectively responding to angry customers.

1. **Listen to the customer** — The most effective thing you can do for an angry customer is to listen to his story. As you listen, you will experience the extent of his anger, and gather the essence of the person's story.
2. **Listen to the customer** — When the person's anger story is finished, ask him to summarize the main cause of the anger. By doing this, you acknowledge the seriousness of the situation, and convey the message that you really want to understand what happened.
3. **Listen to the customer** — Having heard the story repeated, ask additional questions to clarify the situation. It typically takes at least three rounds of listening for the irate person to dissipate all his anger.
4. **Seek to understand the angry customer's plight** — As you ponder what aroused the person's anger, ask yourself, "Would I be as angry in the same situation?"
5. **Express your understanding of the situation** — State, "I understand what you are saying and if I were in your shoes, I would be just as angry as you are."
6. **Share additional information that may shed light on the situation** — Offering information at this point, will not be offensive. Your concerned input will help the other person's anger subside and realize the wrong was accidental.
7. **Confess any wrong doing and perform restitution** — If you realize that the individual's anger is legitimate; that you have actually wronged him, give a genuine confession and make an effort to correct the wrong that has been committed.

Our rep followed these steps, the customer calmed down, and we corrected the situation and made restitution. The customer had been correct initially: the cylinders had been previously collected as he claimed. The rep faxed and e-mailed a complete credit; then sent him some Colorado Rockies baseball tickets with a written apology.

The formerly angry customer is now an advocate for our company. As Dr. Chapman suggests, "These steps to an angry person will help calm the individual, keep you calm, and bring the understanding necessary to help the person deal with his anger in a healthy way."

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