

2007 CALENDAR OF EVENTS

May 6 – 9, 2007

2007 BIO International Convention
Biotechnology Industry
Organization (BIO)
Boston Convention and
Exhibition Center
Boston, MA
Web: www.bio.org

May 7 – 10, 2007

AISTech 2007
The Iron & Steel Technology
Conference and Exposition
Indianapolis, IN
Web: www.aist.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

June 18 – 20, 2007

BIO Venture Forum-East 2007
Biotechnology Industry
Organization (BIO)
Montreal, Canada
Web: www.bio.org

July 11 – 13, 2007

2007 Space Cryogenics Workshop
Marshall Space Flight Center
Huntsville, Alabama
Web: www.spacecryogenicswork-
shop.org/registration

July 16 – 20, 2007

CEC-ICMC 2007
Cryogenic Engineering Conference
Chattanooga, TN.
Web: www.cec-icmc.org

July 16 – 20, 2007

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

September 5 – 7, 2007

IG, CHINA 2007
International Exhibition on
Industrial Gas Technology
Shanghai Mart Expo
Shanghai, China
Web: www.China-gases.com

September 5 – 7, 2007

Hydrogen and Fuel Cells —
New Energy (HY+FC) Asia 2007
China Industrial Gases Industry
Association-CIGIA
Shanghai Mart Expo
Shanghai, China
Web: www.hy-fcexpo.com

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

Sep. 24 – 26, 2007

BIO Mid-America Venture Forum
2007
Biotechnology Industry
Organization (BIO)
Milwaukee, WI
Web: www.bio.org

October 13 – 17, 2007

IOMA Annual Meeting
Barcelona, Spain

October 16 – 17, 2007

Safety and Reliability of
Industrial Gases,
Equipment & Facilities Seminar
CGA Seminar
Tremont Plaza Hotel
Baltimore, MD
Web: www.cganet.com

November 11 – 14, 2007

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

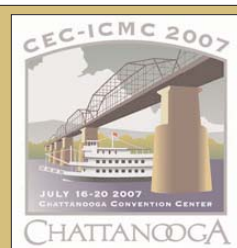
2008 CALENDAR OF EVENTS

March 2-7, 2008

PITTCON Conference 2008
New Orleans, LA
Web: www.pittcon.org

March 30 - April 3, 2008

Hydrogen Expo US
Sacramento, CA
Web: www.hydrogenexpo.com



**2007 Cryogenic
Engineering Conference and
International Cryogenic
Materials Conference**

**Chattanooga Convention Center
Chattanooga, Tennessee, USA
July 16 – 20, 2007**



Art of Selling...

By Art Waskey

DO YOU KNOW YOUR PERSONAL QPS?

Following up on a lead generated by our Sales Development Manager, we had an appointment with the decision-maker, but on our arrival the contact was unable to see us. Our persistent sales rep, not wanting to lose a sales opportunity, asked a non-decision-maker a series of relationship building questions. The net result: our analysis of the non-decision-maker's answers provided critical input for our NEXT meeting with the decision-maker.

How would you evaluate the overall effectiveness of this call? How many similar calls would it take for you to judge a day successful?

To answer these questions, I suggest the *Quality Prospective Score (QPS)* that quantifies the overall effectiveness of prospective sales calls. Using an activity based point system, the *QPS* assigns quantitative values to the following contact options:

- 4 points** Face-to-face meeting with a decision-maker
- 2 points** Face-to-face meeting with a non-decision-maker
- 2 points** Generated a Prospect Analysis report
- 2 points** Received additional Prospect referral
- 3 points** Prospect set a subsequent appointment
- 2 points** Prospect requested a quote
- 1 point** Prospect agreed to follow-up activities

Your next step is to project the number of daily points required to accomplish your objectives. In our company, 8 points per day is a realistic collective average for all our reps. Each rep sets specific personal goals that fit his/her experience and matches the key account sales volume base. A daily *QPS* should be high enough to move you out of your comfort zone, but realistic (so as to avoid the feeling of failure, if you don't hit your target levels). Increasing daily points is easier than reducing the points if you misjudge an opportunity.

Repeat face-to-face prospective contact meetings accumulate points until the account is closed or lost. Daily points are recorded on your call log along with time in the field (remove all corporate activity such as store coverage, training, reporting, etc). Make adjustments for non-field activity, so your *QPS* becomes a measure of only field time.

QPS will focus your activities on measurable objectives that target new business development. Maintain account contact balance by developing a monthly plan for your current key accounts. Consider these questions:

- ✓ How many key accounts are you servicing?
- ✓ How many competitive penetration opportunities do you have with those accounts?
- ✓ What are the significant change projects for your existing customers?

A focus on *QPS* activity objectives results in exceeding your expectations for sales and margin growth. Does your sales plan create synergy with your passion for building stronger relationships with more people through personal accountability?

The total for our day was (19) points: a total of (3) prospective sales calls, additional follow-up work, and (1) referral ... not a bad day's work!

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