

## CryoGas International — on a Disk, and at your Desktop

We will *never* give up the printed page and hope you have issues of *CryoGas International* handy on your bookshelf ...

But did you know you could access your most important *CryoGas International* Market Reports and Gas Updates at your computer as well?

CDs containing all the news, features and special columns that *CryoGas International* brings you every month are now available as Annual Volumes.

**Each volume is only \$125.**

Subscribers can purchase the most recent five Annual Volumes full of invaluable marketing information for only \$500.

Our Annual Volumes come with an index of articles, topics and authors so you never have to flip through pages again to find that important feature you need right away.



Call *CryoGas International* today to place your order

**781-862-0624**

All Major Credit Cards Accepted

## Whisper Valve™



**Take the POP out of cryogenic safeties**

- Relieves cryogenic container pressure at less than 40 dB (A library is rated at 30 dB). Normal safeties pop at over 100 dB (the sound of a shotgun blast).
- Reduces container losses to 2 SCFH.
- Easily installed on any cryogenic container.
- Available in a wide range of pressure settings.

[www.sgd.com](http://www.sgd.com)



23-27 Bland Street  
Emerson, NJ 07630  
Phone: (201) 261-1908  
Fax: (201) 265-2162  
E-Mail: [sgd@sgd.com](mailto:sgd@sgd.com)



## Art of Selling...

By **Art Waskey**

### BUILDING “LASTING” RELATIONSHIPS

Spending a day with a rep recently, we scheduled a relationship-building visit with a purchasing agent we were cultivating. While we were standing at the purchasing agent's desk, another man abruptly asked us what we wanted. He told us he was the business manager and IF we were a vendor, they were happy with their current supplier.

Where do you go from there? Do you thank him for his time and leave? Or, do you start to build a NEW relationship?

Personal experience dictates when a customer is confrontational and seems to want you to leave, it is time to go to work!

Remind yourself that prospective customers typically set up a *sales defense wall*. This barrier is designed to intimidate you with statements like: “Is your price competitive?”; “Send us a quotation”; “We are happy with our current supplier”; or “Call me for an appointment.”

Recognize the sales defense wall for what it is, a resistance to being sold to, and pretend as if you didn't hear it. Then, proceed with the following questions [in this order] that rapidly build effective relationships:

- What does your company manufacture, service, produce, etc.?
- What are your responsibilities?
- How long have you been at [company]?
- What is your background?
- How long have you lived in [state]?
- Where do you live?

These basic questions significantly reduce the tension of the moment and shift the attention away from a potential confrontation. Engaging the prospect in conversation centered on their interests is the beginning of a trusting relationship.

Does this sound overly simplistic? From my personal experience, it is successful in over 90 percent of situations.

The manager in this story opened up to us; he told us he had 14 years with the company, had a chemical engineering background, lived out east in a small town, described his children with ages and interests, etc. He invited us into his office and told us about his *personal* concerns. In subsequent visits, he stated we would receive their business, but it would take time.

Though we have not received their business to date, we have a positive influencing force working for us in this company, while developing a new “friend” in the process.

When a sales person tells me that he/she is about to close a profitable account, I usually ask, “What 10 things do you know about the decision-maker?” If you can give me personal facts, you will probably make the sale. People buy from people they trust. **Selling is all about building “lasting” relationships.**

*Art Waskey is Vice President of Sales and Marketing for General Air Services and Supply Company in Denver, Colorado, and author of The Art of Sales in One Month. He can be reached via e-mail at [awaskey@generalair.com](mailto:awaskey@generalair.com).* □