

2008 CALENDAR OF EVENTS

February 27 – 29, 2008

FC EXPO 2008
4th International Hydrogen
& Fuel Cell Expo
Tokyo Big Sight • Tokyo, Japan
Web: www.fcexpo.jp/english

March 2 – 7, 2008

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

March 9 – 11

GAWDA University Spring
Management Conference
The Sheraton • Chicago, Illinois
Web: www.gawda.org

March 16 – 19, 2008

Compressed Gas Association
Annual Meeting
Fort Lauderdale, Florida
Web: www.cganet.com

March 26 – 28

FLOWEXPO 2008
Trade Fair for Valves, Pipelines, Fluid
Engineering and Process Industries
Guangzhou, China
Web: www.shibo.com

March 30 – April 3, 2008

NHA Annual Hydrogen Conference
Hydrogen Expo US
Sacramento, California
Web: www.hydrogenexpo.com

April 19 – 22

GAWDA University Spring
Management Conference
The Intercontinental • Miami, Florida
Web: www.gawda.org

April 21 – 25, 2008

HANNOVER MESSE
World Trade Fair for Industrial
Technology
Hannover, Germany
Web: www.hannovermesse.de

April 22 – 25, 2008

10th CRYOGENICS 2008
IIR International Conference
Praha, Czech Republic
Web: www.icaris.info/Cryogenics2008/

September 21 – 25, 2008

64th Annual GAWDA Convention
Atlantis, Paradise Island, Bahamas
Web: www.gawda.org

October 27 – 31, 2008

International Youth Fuel Cell Competition
2008 Fuel Cell Seminar and Expo
Phoenix, Arizona
Web: www.iyfcc.com

November 19 – 21, 2008

U.S. Green Building Council's Greenbuild
International Conference and Expo
Boston, Massachusetts
<http://www.greenbuildexpo.org/>

NHA Annual Hydrogen Conference Hydrogen Expo US



Sacramento, CA
March 30 – April 3, 2008
Web: www.hydrogenexpo.com

Feature Articles Coming in our March 2008 Issue

US Market Update

- US Market Update
- Cryogenic Pumps
- Picking a Supplier
- nexAir
- Helium Report

Hydrogen Puzzle Solution

L	I	Q	U	I	D	R	E	F	I	N	E	R	Y
I	S	E	R	V	E	U	I	I					
N	A	S	A	Y	A	S	O	L	I	D	E		
D	U	O	A	A	C	R	E	E	E				
E	L	M	E	L	T	N	W	A					
B	A	G	S	O	N	S	I	T	E	L			
A	I	R	D	I	R	E	C	T	L	K			
M	O	B	O	R	L	E	A						
P	G	P	R	O	T	O	N	O	P	L			
A	Q	U	A	P	H	R	I						
P	S	A	S	U	Z	U	K	I	A	N	O	N	
O	T	S	I	A	X	A	N	E					
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Art of Selling...

By Art Waskey

DO YOU KNOW WHY PEOPLE ARE CONSISTENTLY GRABBING YOUR DORITOS?

I just read that a seagull in Scotland has developed the unique habit of stealing chips from a neighborhood shop. The seagull waits until the shopkeeper isn't looking, then walks into the store and grabs a snack-size bag of cheese Doritos. Once outside, the seagull rips open the bag and lustily shares the contents with other birds. Since the shoplifting seagull first swooped into the store, he has helped himself to a bag of chips, always choosing the cheese Doritos. Customers have begun paying for the seagull's stolen bags of chips because they think it is absolutely hysterical.

No one knows **WHY** the seagull has become a regular customer or knows **WHY** he prefers the cheese Doritos. If you reflect on your customers, do you know **WHY** they became your customer, or **WHY** they choose your "chips" to sustain them? Do you **know** the answer, or are you **guessing**?

In his best seller, *Let's Get Real, or Let's Not Play*, author Mahan Khalsa reminds us, "If our intent is to help clients succeed, we have both the **right** and the **obligation not to guess** about the key elements of that success." To prevent guessing Khalsa suggests using four principles.

1. **Ask the person what he or she means.** When customers make a request, do you assume you clearly understand what they mean? Either you or the customer may not be clear on some point. Listen carefully to key words or phrases. Ask for clarification on what they mean by specific words or phrases.
2. **What assumptions went unchallenged?** Assumptions are a form of guessing. Assumptions can be particularly insidious because they often happen unconsciously.
3. **Don't hesitate to ask ANY question.** If a question concerning a client forms in your mind ... ASK IT !!!
4. **Do I really understand the criteria on which I am being judged?** Never make a presentation or proposal to clients until you understand the criteria they will use to judge your presentation. Build a relationship based on mutual understanding of their real criteria **BEFORE** you present your solution(s).

In his work, *John Maxwell on Leadership*, Maxwell states, "Discerning leaders [and sales professionals] are good listeners. They are flexible, intuitive, optimistic, well-networked, and perceptive." These attributes are all indicative of someone who seeks to thoroughly understand the client's needs before offering a solution. The truth is **people don't care how much you KNOW until they know how much you CARE.**

In short, spend more time getting to know what is at the heart of your customers' needs **BEFORE** presenting conclusions. We may never know **WHY** the seagull became a regular customer, but with a little effort, you can learn **WHY customers flock to your shop and consistently grab your Doritos!**

Art Waskey is the author of *The Art of Sales in One Month*. He can be reached via e-mail at awaskey@generalair.com. □