

2008 CALENDAR OF EVENTS

March 2–7, 2008

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

March 9–11, 2008

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

March 16–19, 2008

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

March 26–28, 2008

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, CA
Web: www.hydrogenexpo.com

April 19–22, 2008

GAWDA University Spring Management Conference
The Intercontinental
Miami, FL
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/

May 11–14, 2008

Alternative Fuels & Vehicles National Conference & Expo 2008
Las Vegas, NV
Web: www.afvi.org/NationalConference2008/

June 9–12, 2008

International Cryocooler Conference
Long Beach, CA
Web: www.cryocooler.org

June 15–19, 2008

17th World Hydrogen Energy Conference
Brisbane Convention and Exposition Center
Queensland, Australia
Web: www.whec2008.com

September 21–25, 2008

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

September 25–27, 2008

Clean Energy for a Sustainable World
II World Fair of NGV & Hydrogen
Turin, Italy
Web: www.ngvworldfair.com

October 6–8, 2008

FABTECH International & AWS Welding Show
Las Vegas, NV
Web: www.fmafabtech.com

October 27–31, 2008

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

November 19–21, 2008

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

10th CRYOGENICS 2008 IIR International Conference

April 22–25, 2008
Praha, Czech Republic
www.icaris.info/Cryogenics2008/



NHA Annual Hydrogen Conference Hydrogen Expo US



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



Art of Selling...

By Art Waskey

PROFESSIONAL SALES PLANNING FOSTERS "ACCIDENTS"

Recently I reviewed my regular two-week cycle of daily call reports from ten account managers. These reports covered activities for early December, the end of another business tax year for most customers. To my delight, several of the managers received unanticipated large orders, but equally to my concern, there were several comments on how "fortunate they were" to have "just happened to stop by at the right time."

Do you effectively communicate on a regular basis with your key accounts — your best clients? Be honest with yourself. Do your best clients feel as important as they should?

Here are some suggestions to help ensure that your clients **KNOW** they are appreciated:

1. **Know your Top 25 Accounts.** Create a 12-month rolling spreadsheet that profiles your top sales and margin customers.
2. **Set a Call Frequency. Apply the Pareto's Principle:** 20 percent of your customers will generate 80 percent of your sales results. Divide your clients into three groups; then set a call frequency for each group.
3. **Create a Monthly Planner.** Before the beginning of each month, plan the next 30 days of call activities. Software such as Microsoft Outlook is an excellent tool for recording and interacting with your monthly planner.
4. **Record Daily Call History.** At the end of each call, set appointments with your customer according to your established call frequency; place new appointments on your calendar. At the end of each day, log your call results. If unexpected events prevented face-to-face contact, re-call your customers.
5. **Maintain Decision-Maker Profiles.** Ask, listen, and learn all you can about the decision-maker's family, job responsibilities, and recreational activities. Log the information in client relationship management software. During each contact, acknowledge important events that are happening in their lives.

Ponder how much more potential business could have been closed this past year IF your focus had been on maximizing call implementation. In his book, *Let's Get Real or Let's Not Play*, Mahan Khalsa advises, "A client at rest tends to stay at rest unless acted upon by an outside force. If all we do is wait for customers to come to us, we are reactive rather than proactive agents of success. We need to be the outside force that gets them moving."

Implementing regular call frequency and using appropriately acquired information fosters trust and rapport with your best clients and prospects. How you treat existing customers has everything to do with how many new referrals are willingly forwarded to you. Sales success doesn't **JUST happen**; professional planning ensures that it **WILL happen!**

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