

2008 CALENDAR OF EVENTS

April 19–22, 2008

GAWDA University Spring Management Conference
The Intercontinental
Miami, FL
www.gawda.org

April 21–25, 2008

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

April 22–25, 2008

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

May 11–14, 2008

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

June 9–12, 2008

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

June 10–11, 2008

The Gasworld African Conference
Misty Hills Country Hotel
Johannesburg, South Africa,
Email: conferences@gasworld.com.

June 15–19, 2008

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

June 18–19, 2008

GAWDA — Eastern Zone
Regional Meeting
Trump Marina Hotel
Atlantic City, NJ
www.gawda.org

September 7–10, 2008

8th IIF/IIR Gustav Lorentzen Conference
on Natural Working Fluids
Copenhagen, Denmark
www.iir-gl-conference-2008.dk/

September 21–25, 2008

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

September 25–27, 2008

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

October 6–8, 2008

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

October 27–31, 2008

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

November 19–21, 2008

US Green Building Council's
Greenbuild International
Conference and Expo
Boston, MA
www.greenbuildexpo.org



May 11–14, 2008

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

Save the Date: June 9–12, 2008
Reaching out

June 9–12, 2008

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Art of Selling...

By Art Waskey

COMPLACENCY CAN TURN FATAL!

I recently received a frantic call from a colleague asking advice. After my friend had invested 20+ years working with a key account, a competitor had sold his client the latest automated welding system; and my friend wasn't given even the slightest consideration. The balance of the account's business was also in serious jeopardy.

Do you take existing business from your key customers for granted? Could yesterday's success lead to today's complacency?

How do you ensure that past successes don't foster future failures? Here are six principles for retaining and growing your existing customer base.

- **Establish Call Frequency with a Purpose** — Use a call planner to ensure that all key accounts are visited or telephoned on a consistent call rotation schedule.
- **Develop an Internal Inside Sales Contact** — Communicate frequently with the individual within your organization responsible for customer service to your KEY accounts. Maintain a customer relationship database of decision-makers' interests; share this database with your internal group; knowledge fosters consistent ongoing relationships in each account.
- **Introduce New Faces** — On a regularly scheduled basis, bring customer service reps, staff (credit, administration, etc.), and vendors to your customers' facilities for visitation. The more diversified and frequent these face-to-face contacts, the less likelihood of competitive infiltration and account receptivity.
- **Stay Abreast of Key Account Internal Personnel Changes** — The most vulnerable time to gain or lose business in KEY accounts occurs when personnel changes materialize; knowing both the supervisor and the subordinate of your key contact minimizes the risk.
- **Latest Technologies Awareness** — Keeping current with the latest technology in your industry is absolutely necessary. It is not only critical to know your products and services, but you must also be able to recognize and introduce new business ideas, computer software technology, internet services, etc. In our mobile economy, successful vendors act as the customer's "agent of change."
- **Offer Outside Services Consultations** — Cross-sell your customer's services/products in the marketplace; look for new hires; help solicit new vendors/subcontractors, etc. Ensure your success by promoting their success.

Unfortunately, the business (above) was NOT SALVAGABLE. The savvy competitor offered superior technology and had also mastered the six principles outlined above. The competitor continues to thrive in the marketplace. My associate and his company are now faced with a "crisis" of survival because of their complacency.

In his acclaimed international classic, *The Greatest Salesman in the World*, Og Mandino, writes in his Ancient Scroll Marked III, "I will persist until I succeed, I will ... not let yesterday's success lull me into today's complacency, for this is the great foundation of failure." Complacency over time can truly be **FATAL!**

Art Waskey can be reached at awaskey@generalair.com. □