

## 2008 CALENDAR OF EVENTS

**May 11–14, 2008**

Alternative Fuels & Vehicles  
National Conference &  
Expo 2008  
Las Vegas, NV  
www.afvi.org/National  
Conference2008/

**June 9–12, 2008**

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

**June 10–11**

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

**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  
http://profile.ak.facebook.com/pr  
ofile6/920/122/s18605775\_  
3422.jpg  
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



**September 7–10, 2008**

**8th IIF/IIR  
Gustav Lorentzen Conference  
on Natural Working Fluids**

Copenhagen, Denmark

www.iir-gl-conference-2008.dk/

Save the Date: June 9–12, 2008  
**Reaching Out**

**June 9–12, 2008**

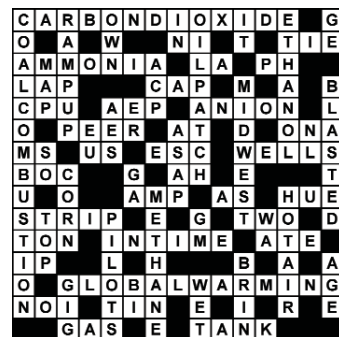
**INTERNATIONAL  
CRYOCOOLER  
CONFERENCE**

Long Beach, CA

**ICC 15**

www.cryocooler.org

**CO<sub>2</sub> Puzzle Solution**



## Art of Selling...

By Art Waskey

### IS YOUR SALES MESSAGE A GENERATIONAL “LEAP OF FAITH”?

A rep asked me to make a call with him on a prospec-  
tive research lab. The lab’s decision-maker was in his mid-twenties,  
bright, but very difficult to “read”; he picked our brains for a couple  
hours, but eventually purchased his lab equipment on the internet.

Do you feel sometimes you are caught in a generation warp? Have  
you ever wondered WHY getting your message across and motivating  
a younger client to action can be so frustrating at times? Age plays  
such a critical role in customer buying decisions. Understanding the  
four workplace generational categories is CRITICAL to 2008 sales  
success. The Veteran Generation (veterans), born 1933–1945, some-  
times referred to as the World War II generation, are typically loyal,  
hardworking, financially conservative and faithful. The Boomer Gen-  
eration (“Baby Boomers”), born 1946–1964, all but invented the 60-  
hour workweek, sensing that demonstrated hard work and loyalty to  
employers was a way to get ahead. For this group, individual sense of  
worth comes from career achievements. Generation X (gen X’ers,  
“Baby Busters”), born 1965–1976, are technologically savvy, but the  
rocky experiences of their parents (divorce, layoffs, political distrust,  
etc.) has instilled a deeply ingrained sense of skepticism and a belief  
that work isn’t the most important thing in life. Millennials Genera-  
tion Y (gen Y’ers, “Generation 2001-ers”), born 1977–1998, are the  
kids who’ve had access to cell phones, pagers, and personal comput-  
ers all their lives. Millennials are eager to learn, enjoy questioning  
things, work in groups, and typically have high self-esteem.

Of specific interest in this example is the Millennials’ Generation.  
Having watched their parents and grandparents grapple with change,  
Millennials grew up in a world that is constantly in motion, constantly  
revising and restructuring itself. To enhance your relationship with  
Millennials, consider these four proven sales tactics:

- Solicit Their Opinions: Millennials love to collaborate as team  
players. Solicit their input on the merits of your solution.
- Praise Their Accomplishments: Public praise in recognition  
of their intuition (?) is important. Take time to build a sincere  
relationship by encouraging and acknowledging their work  
and professional/personal accomplishments.
- Provide Timely Feedback: In their highly technical life,  
Millennials are accustomed to instantaneous feedback — at the  
touch of a button. Provide timely, consistent communications  
on your products and services.
- Engage and Seek Out Commitment: Millennials want to work  
on things that really matter. As you discover specific sales  
needs, involve them in establishment of clear directions relative  
to the application of your solution. Be sure to get their  
emotional commitment BEFORE you move forward.

The next time you find yourself scratching your head in disbelief,  
as our rep did in this situation, stop and consider whether or not gen-  
erational factors are at work. Jumping the Grand Canyon in a sales sit-  
uation should NEVER be construed as a “Leap of Faith.”

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