

## 2008 CALENDAR OF EVENTS

### August 17–22, 2008

Applied Superconductivity Conference  
Chicago, Illinois  
Web: [www.ascinc.org](http://www.ascinc.org)

### September 7–10, 2008

8th IIF/IIR Gustav Lorentzen Conference on Natural Working Fluids  
Copenhagen, Denmark  
Web: [www.iir-gl-conference-2008.dk/](http://www.iir-gl-conference-2008.dk/)

### September 21–25, 2008

64th Annual GAWDA Convention  
Atlantis, Paradise Island, Bahamas  
Web: [www.gawda.org](http://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](http://www.ngvworldfair.com)

### October 6–8, 2008

FABTECH International & AWS Welding Show  
Las Vegas, NV  
Web: [www.fmafabtech.com](http://www.fmafabtech.com)

### October 27–31, 2008

International Youth Fuel Cell Competition  
2008 Fuel Cell Seminar and Exposition  
Phoenix, AZ  
Web: [www.iyfcc.com](http://www.iyfcc.com)

### November 11–13, 2008

Cryogen-Expo  
Moscow, Russia  
Web: [www.mirexpo.ru](http://www.mirexpo.ru)

### November 19–21, 2008

US Green Building Council's Greenbuild International Conference and Expo  
Boston, MA  
Web: [www.greenbuildexpo.org](http://www.greenbuildexpo.org)

## 2009 CALENDAR OF EVENTS

### April 20–24, 2009

HANNOVER MESSE 2009  
World Trade Fair for Industrial Technology  
Hannover, Germany  
Web: [www.hannovermesse.de](http://www.hannovermesse.de)



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[www.gawda.org](http://www.gawda.org)

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## Art of Selling...

By Art Waskey

### A HAMBURGER WITHOUT BUN OR CONDIMENTS ...

I overheard a recent conversation between two sales people: "I've got to spend some time this week doing quotes: I have two accounts that are pressuring me to provide pricing in a hurry. They called and said **IF** my prices were competitive, they *might* give me a shot at their business." Have you ever been asked to provide pricing to accounts that *might* give you business? What parameters must be met before you quote pricing?

Two principles to consider before issuing a blind quote: **First**, never issue a blind quote unless you know at least ten facts about the decision-maker and his business; **Second**, what agreement/assurance is in place with your customer that guarantees **IF** your prices are truly competitive, you will receive the order?

In his book, *Transforming Your Sales Force for the 21st Century*, Dave Kahle suggests building an Account Profile and Personal Profile for each of your accounts.

The **Account Profile** contains useful strategic information, which assists in making good decisions about allocating sales resources and developing marketing plans. This profile can include: *type of organization* by SIC code; the *size of the organization* expressed in annual sales and/or number of employees; specific and quantifiable *potential for annual purchases* of your products; *categories of your products* that the customer could use; analysis of the *subjective factors* your customers may have for buying from you; the customer's primary *buying motivation*; the customer's *future plans (growth, expansion)*; and your *current penetration percentage* of that customer's business.

The **Personal Profile** is made up of tactical information that the sales person uses in face-to-face interactions with the decision-maker. This profile includes details about your contact, such as: *tenure at the organization* including other jobs held in that organization; current job *responsibilities* including likes and dislikes; *outside interests* like hobbies, favorite sporting events, and recreational activities; *achievements* including education, schools attended, professional interests, career hopes, dreams, and aspirations; *family*, including names and interests of spouses/significant other, and children; *place of residence* — they may be your neighbor — and family heritage.

In our world of increasingly sophisticated automation, a powerful Customer Relationship Management (CRM) system is a critical resource for success in the sales profession. CRMs provide valuable insight into customers' goals, values, problems, and perceptions of suppliers.

Only after you are properly informed about the customer, have reviewed strategic information, have established a business and personal relationship, and developed a tactical engagement with the decision-maker, should you ever consider offering pricing on such a request. Ignoring these rules can trigger an adverse pricing model for your organization. Blind quotes are similar to offering a hamburger patty without the bun or condiments; never quite fulfilling for either party!

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