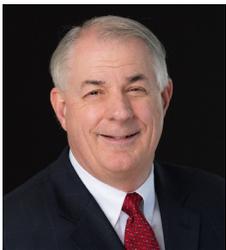




## The Power of Exhortation



**Art Waskey**

Art Waskey is a speaker who truly delivers. In addition to a 45 year career in sales and marketing, Art is the author of multiple books on selling and a monthly column *The Art of Sales*. He shares these insights as an in demand event and conference speaker as well as leadership coach.

**Self-esteem** can be a bit of a misnomer as it often does not come entirely from within. The process of building self-confidence requires the support and encouragement of others. I was fortunate to have a father who bolstered my ego early on. Our family owned a retail meat business in downtown Baltimore where I worked as a teenager. My father recognized my ability to relate to our customers and told me I would make a successful salesman. **The exhortation of others is a powerful tool in building self-esteem** and my father was my first, but not my only supporter.

### Working with your talents:

Teachers helped me recognize and work with my talents as well. School was a challenge for me as I had a reading disability. In 9th grade, however, a teacher recognized that I was gifted in mathematics. With

her encouragement I put that talent to good use and went on to major in Engineering in college.

I graduated with honors and was hired by a national welding and gas company. The sales manager there recognized that I had a salesman's personality. For the next eight years **he exhorted my ability to be successful in sales**. I quickly moved up the ranks, receiving six promotions in 12 years. When I left that company in 1985, I went to work for a small family business with sales of \$5.5 million. When I retired in 2018, our sales were \$65 million.

### Sources of encouragement:

**Sources of encouragement also can come from those you are supporting.** For example, when I was an adjunct teacher at a community college several of my students told



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me I was a good speaker. This led me to attend Toastmasters, a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs (toastmasters.org).

At Toastmasters I was encouraged to pursue more speaking opportunities and eight years later was recognized as a Distinguished Toastmaster. Today, I am a sought after public speaker (impactspeakingdynamics.com )

Writing became an opportunity for me when the publisher of a trade journal asked if I would submit an article on selling. That was well received and 20 years later I am still penning articles, both in print and online. I also host sales and management seminars and recently published my third book, "The Art of Sales: A Book of Sales Stories".

### BIG SALES TAKEAWAY

#### Look for the best

Do you see the pattern here?

**Often our talents and passions are buried deep inside us,** going unrecognized until someone else sees and acknowledges them. This is why it is so important to not only **look for the best** in you, but to find it in others.

Today, as a consultant, I mentor a number of people. I counsel them to find the good in others and to encourage them to act on their talents. **Exhortation is a powerful tool in building the kind of self-esteem that leads to success.**