



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



The Power of Exhortation

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.**