



## By Art Waskey

### THE KEYS TO SUCCESS

Over the years, many young, aggressive sales engineers with great potential have sought my counsel, asking the same question, "What are the keys to being successful?" I particularly remember one 23-year-old, who was struggling to put things together. He didn't seem to fit the mold of a typical sales engineer calling on independent distributors; but he certainly had drive, ambition, and intelligence.

One day when he asked me the "keys to being successful" question, I recommended he read S. Truett Cathy's book: *Doing Business the Chick-fil-A Way*. Even though I couldn't see a future for him in our sales arena, he was very intelligent, and I figured it was just a matter of time before he became extremely successful.

S. Truett Cathy's book outlines six key traits that unlock opportunities to sales success. Cathy, the fast food chicken mogul, defines the specific traits that ensure a successful sales career:

- **Solid character is tantamount** — There are countless stories of talented people who have lost their jobs and careers because of their lack of integrity and character.
- **Entrepreneurial Attitude** — Demonstrate that you really *want* the opportunity. Whether you are the owner of the business, or simply part of a large corporation, operate on the edge of your authority to ensure personal growth.
- **Set high standards of excellence** — Have a goal to be better tomorrow than you are today; each day look for at least one "better operating practice" tool to implement in your career path.
- **General appearance must be neat and clean** — Dress for success. Years ago, when I became a sales manager, my boss told me to go out and buy two expensive suits. I don't know if it was the suits or my mental attitude, but when I wore them, people seemed to exhibit a higher level of respect for me.
- **Job stability demonstrates long-term commitment** — my first job out of college was in engineering, sitting behind a desk solving problems. I absolutely hated it! When I decided to leave shortly after taking the position, the Engineering Manager gave me good advice, "Make your next choice very carefully and stick to it, or you will be classified as someone who can't make a long-term commitment."
- **Financial responsibility** — Can the employee handle the business they are entrusted with? Financial responsibility is a key indicator of success. I can't recall an associate from my past that succeeded until they could demonstrate fiscal maturity.

The young man in my opening paragraph left wholesale distribution sales after a short period and went on to become a very successful high-end sports car sales agent. His successes over the years in that industry have been remarkable. He called me recently and thanked me for steering him to "*Keys to Success*."

It was my distinct pleasure!

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## CALENDAR OF EVENTS 2009

**October 6, 2009**  
Brussels Carbon Capture and Storage Summit 2009  
Copenhagen, Denmark  
[www.ccsconference.eu](http://www.ccsconference.eu)

**October 6-8, 2009**  
SOUTH-TEC 2009  
Charlotte Convention Center  
Charlotte, NC  
[www.sme.org/southtec](http://www.sme.org/southtec)

**October 12-14, 2009**  
AdvaMed 2009  
Walter E. Washington Convention Center  
Washington D.C.  
[www.advamed2009.com](http://www.advamed2009.com)

**October 19-23, 2009**  
Progress in Hydrogen Safety Series  
Hydrogen Production and Storage  
Belfast, UK  
[www.engj.ulst.ac.uk/lesshs/iscsphs/](http://www.engj.ulst.ac.uk/lesshs/iscsphs/)

**November 10-12, 2009**  
Cryogen-Expo  
Expocentre Fairgrounds  
Moscow, Russia  
[www.cryogen-expo.com](http://www.cryogen-expo.com)

**November 12-13, 2009**  
5th Annual Conference on Clean Energy  
Hynes Convention Center  
Boston, MA  
[www.greenovationconference.com](http://www.greenovationconference.com)

**November 15-18, 2009**  
FABTECH Int'l & AWS Welding Show  
McCormick Place  
Chicago, IL  
[www.sme.org/fabtech](http://www.sme.org/fabtech)

**November 30-December 4, 2009**  
National Association of Chemical Distributors  
38th Annual Meeting  
Marco Island, FL  
[www.nacd.com/events/annual\\_meeting/](http://www.nacd.com/events/annual_meeting/)

**January 25-29, 2010**  
Progress in Hydrogen Safety Series  
Regulations, Codes, and Standards  
Belfast, UK  
[www.engj.ulst.ac.uk/lesshs/iscsphs/](http://www.engj.ulst.ac.uk/lesshs/iscsphs/)

**April 25-30, 2010**  
Progress in Hydrogen Safety Series  
Hydrogen and Fuel Cell Technologies and Case Studies  
Belfast, UK  
[www.engj.ulst.ac.uk/lesshs/iscsphs/](http://www.engj.ulst.ac.uk/lesshs/iscsphs/)

**May 3-6, 2010**  
Bio International Convention  
McCormick Place  
Chicago, IL  
<http://lconvention.bio.org/>

**May 3-6, 2010**  
National Hydrogen Conference & Expo  
Long Beach, CA  
[www.hydrogenconference.org](http://www.hydrogenconference.org)

**June 14-18, 2010**  
Progress in Hydrogen Safety Series  
Hydrogen Vehicles and Infrastructure  
Ajaccio, Corsica, France  
[www.engj.ulst.ac.uk/lesshs/iscsphs/](http://www.engj.ulst.ac.uk/lesshs/iscsphs/)

**July 12-15, 2010**  
20th International Compressor Engineering Conference at Purdue  
13th International Refrigeration and Air Conditioning Conference at Purdue  
1st International High Performance & Buildings Conference at Purdue  
West Lafayette, IN  
[www.engineering.purdue.edu/Herrick/Events](http://www.engineering.purdue.edu/Herrick/Events)



Including **METALFORM**

**FABTECH Int'l & AWS Welding Show**

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McCormick Place • Chicago, IL  
[www.sme.org/fabtech](http://www.sme.org/fabtech)

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