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- STUART ROBINSON
SENIOR SALES ENGINEER

MAKING DREAMS REALITY

Making dreams a reality is the most important thing Yaskawa brings to a customer relationship, Stuart Robinson, a senior sales engineer in the Yaskawa motion group, said.

“That’s our role really. We’re the dream-makers, Robinson, said. “You have a dream and we develop a plan to make it a reality. We help customers with ideas on making products more cost-effective, or operate more smoothly. Sometimes it’s just a prototype. Other times it’s a newer technology. Whatever it is, it’s the most important thing going on for the customer in the moment.”

“So, we help make it happen. It’s an example of what we do at Yaskawa. All of the associates are partners in helping customers.”

Robinson says the key to making new customers comfortable sharing their challenges is by asking a lot of questions.

“It’s Yaskawa’s way to learn so much about a business that we become a part of the business. After all, one of our slogans at Yaskawa is ‘It’s Personal’”.

Being good at asking the right questions and listening well is a big part of understanding, Stuart said.

“What are their challenges? Goals? I want to know who their competitors are – not ours – theirs. I look at those competitors to see what they’re doing, so I can be as beneficial to our customer as possible,” he said.

“For me it’s about building that relationship on the front end. Don’t let them just ask for a part. Get them talking about their machine and what they do. Once you get them talking, it’s amazing how much more able we are to help.”

His territory covers Alabama, Tennessee, Florida, Mississippi, Georgia, and even the Caribbean.

“There’s not a lot of automation in the Caribbean just yet, but we’re really hoping we can make that happen,” he said with a smile.

Yaskawa has something to give customers most of its competitors do not: longevity.

“There’s a plethora of knowledge at Yaskawa that’s difficult to replicate because we have something like a 90% associate retention rate,” he said.

“That’s powerful. It gives me the ability to come into a call intelligently. I can listen to the customer and already be prepared to either have the answers or know the right questions to ask. Not many companies have the breadth of machine knowledge we do. It’s a big leg up when I can talk in their terms not just Yaskawa terms.

When he is not promoting Yaskawa, Stuart and his wife can be found playing with his 5-year-old daughter and one-year-old son. Or fishing for bass. Or working on an old Chevy truck.

“I like those other activities because they are quiet. Peaceful. I like studying fish and fighting a stripe bass. But I’m also big into engines. I like tinkering with them. Feeling the power. I guess it’s the engineering side of me coming into play there.”

