

## “Think about what’s important to the customer. Find that common ground. That sets the foundation for a solid relationship.”

- TREVOR SISCO  
TERRITORY SALES MANAGER

### WHY PEOPLE LIKE & TRUST YASKAWA

People buy from people they like and trust.

At least that’s how Trevor Sisco, a passionate cook, sees the secret recipe to Yaskawa’s success with customers.

Trevor lives in a downtown Chicago high rise in the heart of the city’s food and entertainment district.

“I love the city life – and all the great food available to me. Cooking is a big hobby. Weekends and evenings I enjoy grilling on the pool deck and being with friends,” he said. “I’ve studied food theory. My favorite game is guessing the ingredients in the food I have at restaurants. Then I’ll go home and experiment in recreating that meal.”

Trevor believes the best way to learn about a culture is through the food. Similarly, his approach to building customer relationships involves understanding their needs, matching them with Yaskawa’s offerings, and finding the right solutions.

“Customers don’t care only about how much you know but rather, they want to know that you care,” Trevor, a Yaskawa Territory Sales Manager said. “So for me, business is never just transactional. It’s always about communicating and being responsive in order to create a successful customer relationship.”

“We work hard at Yaskawa to gain trust with our customers, we are the ones who specify our hardware and software on their capital equipment, so they continue to repurchase it.”

Trevor explained he has used that same discipline of communicating clearly and responding to internal team-member requests for five years in at Yaskawa. He interacts daily with multiple departments.

“I rely on my support team to effectively serve seven different distributors and multiple direct customers,” Trevor said. “There are daily interfaces with so many people critical to the process, including accounting, inside sales, applications engineering, product marketing, and product engineers.”

“That daily support from them is important to finding new sales opportunities, closing deals, and checking all the boxes through product delivery and support.”

“Communication and responsiveness is critical to us being successful. It’s at the core of who Yaskawa is,” he said.

And it’s not just communicating for Trevor. It’s about the quality of the interaction.

“Consistent and honest communication builds rapport with your teammates,” he said. “Really knowing the other person is critical to a good relationship,” he said. “It’s important to know them beyond the work. To connect personally. I think about what’s important to them. Find that common ground. That sets the foundation for a solid relationship.”

