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- ADAM STOUT
SENIOR MOTION SALES ENGINEER

WORKING TOGETHER TO KEEP UP WITH A CHANGING INDUSTRY

Adam Stout's sports-centric family is always on the go 12 months a year. If it's not the pool or various sports camps in the summer, it's soccer which runs the whole year. Or it's golf. Or biking or hiking in parks.

His family is constantly on the go.

In a lot of ways, Adam brings that same energy to his relationships with his teammates and customers as a Yaskawa Senior Motion Sales Engineer.

Based out of Indianapolis, he primarily works in a customer-facing role with both end customers and channel partners in Indiana and Kentucky. Just as with his family, Adam is in constant motion traveling to meet with customers on his own or working in tandem with channel partners to help them win business with Yaskawa products.

He knows he must be smart and nimble to deliver value to those customers and partners. That means keeping up on the latest trends across multiple markets and being ready to provide the right solutions to very specific challenges.

“Automation is just growing in ways that were maybe unexpected a few years ago,” Adam said. “It truly runs the gamut. So, it's critical that we understand what the customer goals are at their root.”

“That means we have to have the kind of relationships that allow you to take a deep dive into their company and the project itself. That's the only way we can help them get to where they want to go.”

That kind of relationship requires a lot of trust, according to Adam.

“We work very hard at Yaskawa to build the kind of trust that leads to openly sharing challenges and ideas. It's the kind of partnership that empowers you to suggest concepts that are sometimes not the traditional way of doing things,” Adam said.

Customers are looking for solutions partners that can help them really think through a project with them. That's a big advantage to us because our teams are really good at working together to push the limits. So, it's not just our products that lead to success but the incredible folks we have on our engineering teams.”

“Yaskawa is big on sharing knowledge. We work hard with our partners to keep them up to speed on trends and on our capabilities,” he said. “I'm always excited coming out of our national sales meetings. I learn so much. And I try to share that intelligence through a channel blitz where I fill them on everything we learn at the meeting.”

“It's another way Yaskawa's culture of promoting growth is put to use. It's not just the growth of our associates. We also care about helping our valuable channel partners.”

