

Source to the Media

David W. Lange
Director of Sales

Issue: Increased speed. Lower costs. Assuring quality. These are the standards by which valuable mold technology suppliers are measured in today's marketplace. As industry trends shift toward doing more with less, can a sales process make the difference as a resource through which molders and moldmakers can succeed?

David Lange, D-M-E's director of sales, can offer your readers insightful answers to the question of how an effective, consultative sales process is an essential resource to customers as they deal with the pressures of shorter turnaround time and fewer suppliers. As your readers seek to understand how the myriad of customer needs can be met simultaneously, Lange's viewpoints are based on his extensive leadership in national sales strategy and directing customer service programs in the plastics industry.

Speed wins the game for today's molders and moldmakers. Lange can expertly speak to the shifting trends and organizational changes that reflect an evolving industry: the convergence of molders and moldmakers, in addition to increased specialization and a graying workforce. In response, the face of a supplier's sales force must change. Lange also addresses the adaptation to shorter product life cycles and the emerging importance of interchangeable tooling.

Lange says that molders' and moldmakers' success depends on the ability of a supplier to be a resource at every step of product utilization. From getting the right product at the right time to assistance with technology application, customers can't afford time and resources in finding the answers.

Injection-molding, plastics industry and manufacturing trade publications are asked to consider David Lange when reporting how an effective sales force can assist molders and moldmakers in both facing increased demands and in adding value throughout the sales process.

Lange has lead D-M-E's innovative efforts in offering solutions to meet customers' challenges, including the Master Unit Die (MUD) concept, MoldBasics line of products and the Quick Delivery System (QDS).

For the past 20 years, Lange has risen through the ranks with D-M-E. From his beginnings as a field sales representative to developing D-M-E's customer service center, Lange has used his knowledge and experience to implement innovative programs within D-M-E. Lange has played a leadership role in national sales team strategy and in managing the direct marketing and customer service programs.

Accomplishments:

- Hired and trained D-M-E's first hot runner sales specialist
- Leader in developing hot runner technical handbook
- Re-structured and managed D-M-E's largest sales organization with over \$30 million in annual sales
- Served as executive staff member for the 2002 U.S. International Trade Commission Investigation - Mold & Die Fair Trade Initiative
- Developed D-M-E's customer service center

Education:

- Pennsylvania State University, B.S., Marketing, 1983



Providing Media Commentary On:

*Maintaining a valuable
consultative sales force
for customers*

*Enabling customers with
speed and agility for quick
turnaround times*

*Adapting to specialization
and global production*

*Measuring and managing
customer satisfaction*

*Developing sales training
programs in the
plastics industry*

a Milacron Company

Media Contact:
Christy Domanoski
Scheibel Halaska
Phone 414.274.3002
cdomanoski@insidesh.com