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Susan E. Mucha

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In this new book, Susan E. Mucha explores in great detail the entire account acquisition process of companies in the electronics manufacturing service (EMS) industry. EMS companies face the challenges of a 12- to 18-month sales cycle, low margins and geographically scattered customer bases. Growing the business requires a differentiation strategy and a focused process for maintaining mindshare within a diverse target market. Susan Mucha maps the process of building a differentiated brand while creating a repeatable, consistent sales process, and addresses strategies for account retention and growth.

With over 20 years' experience in the industry, Mucha has built a distinguished career consulting to EMS companies. This new book is an excellent resource for chief executive officers, vice-presidents of sales and/or marketing, sales directors, sales managers, program managers, account managers, business development managers, and sales engineers in EMS companies and in related manufacturing services industries.

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