



NMHG Product Strategy – Warehouse

The Warehouse Products Strategy team is here to support your sales effort plus support engineering with application information that is used to enhance the acceptance of our equipment in the market place. The team has 140 cumulative years in the lift truck industry.

Warehouse Product Team primary Functions:

Conduct “Voice of the Customer” Research

Each Field Product Manager is expected to make lift truck user site visits to understand fully the application of material handling equipment in the work place. As an NMHG representative, not brand specific, data is collected relative to product performance as it pertains to the key buying motives and expectations of the customer. Data is collected in a shared data base with service and engineering for analysis and action.

Identify Trends

The world of material handling is rapidly changing with the advent of technologies such as alternate power sources, onboard telemetry for data collection and warehouse management systems, plus green initiatives to name a few. The team is expected to identify trends, understand them, and incorporate them into current and future product planning.

Sales Support to National Accounts and the Dealer Brands

Each team member is available to provide application and/or product input when called upon by your sales organization to help sell product and grow your presence in the market place.

Create Sales Aids

The team is expected to provide sales and application supplements to the standard price pages to assist field sales with the proper configurations for product proposals.

Collaborate with the Material Handling Consulting Industry

The Warehouse Field Product Managers are calling on the Consulting community and presenting NMHG goods and services where required to educate and promote NMHG products and services so they may share this knowledge and pull you in for opportunities with their clients.

Assist with Product Training

The Warehouse Product Development Team provides product training when called upon such as Invitation to Compare(ITC) Events.

Trade Association Involvement

Each member of the WPDT is expected to associate with a trade organization such as WERC, IARW and IFDA to name few, to further the recognition of NMHG goods and services in the market place.

The NMHG Product Strategy Warehouse Team

Lou Micheletto, NMHG Manager, Product Strategy – Warehouse
Dale Grinder, NMHG Senior Product Marketing Analyst - Warehouse
Mike Adams NMHG Field Product Manager - Warehouse
Jeff Keeling, NMHG Field Product Manager - Warehouse
Glenn Spiers, NMHG Field Product Manager - Warehouse