

60secondinterview

JON BOSAW, ADAMSON

What is your new position, and what does it entail?

I've been brought on to be the U.S. sales manager, in part to add support to those people that already know about Adamson, but to also help make Adamson more readily available to more applications and customers in the U.S.



How has your background prepared you for your new role?

I've worked for many years in this industry, mainly as the liaison between the reps and audio equipment manufacturers. I understand the position of the dealers and the reps, and what it takes to help them be successful with a line, not just pushing them for monthly numbers. Many people might argue, but I believe that our industry is unique in many ways and you have to approach it with a mindset that each sale and application is unique. You have to do a whole lot of listening, and you can't force product into an application where it won't meet the needs and parameters for that application. In other words, it's not about selling what you have in stock; it's about communicating and solving problems.

What new marketing initiatives are we likely to see from the company?

We have new products coming out that will turn quite a few heads and will make it easy for getting attention and building the Adamson name further. However, I'm currently signing on reps in territories across the U.S. and that will increase the buzz for the entire Adamson product line and introduce many people to ideas and features that they didn't know about. Marketing is about awareness, and we are launching a major amount of awareness right now.

What are your short- and long-term goals?

Short-term, I'm setting up a sales network to be able to increase the number of reps and dealers that can access the Adamson product and satisfy the needs of the contractors and customers that can benefit from the features Adamson provides. The long-term goal is to continue that, because it's not like we have a sales goal figure in mind that we want to reach and then we can quit. Adamson is about getting satisfaction in making an excellent product that can do more than one thing; it can handle high output and sound great, and make people excited to be listening to it. The rush is being able to repeat that over and over again. Long-term goals are just a bunch of short-term goals being repeated for as long as possible.

What is the greatest challenge that you face?

Adamson is widely known for high-output systems designed for touring and large installations. Many designers are just now becoming aware of the features that Adamson brings to the table in their smaller systems. The benefit of our Kevlar cones/cone architecture and the fact that everything is made under one roof, is huge. While our competitors reach for the same OEM components, we bring something that is entirely our own. We strive to invent and improve technology at all times. The problem, as I see it, is that many U.S. clients that could benefit from our unique approach have never had a chance to hear what we have to offer. The difference in how quickly new products are embraced in other parts of the world is remarkable. The challenge is to get U.S. clients that are after the highest performance systems, in front of the products, to experience the difference. We are putting several traveling systems into the U.S. to allow more potential users to hear it for themselves.