



AMBA Releases *Managing the Sales Pipeline* Report

FOR IMMEDIATE RELEASE

Indianapolis, IN – In early February 2019, the American Mold Builders Association (AMBA), announced the release of its first report of the year, *Managing the Sales Pipeline*.

This report is the first time the AMBA has benchmarked mold builders on best practices in managing lead generation and quoted work, both with and without automation. Respondents reported on data such as when to hire sales personnel, which employees manage and source most sales leads, the experience required for employees operating in sales roles, satisfaction with ERP/CRM systems for lead management and industry trends that affect lead generation.

Sales-related data in the report reveals that overall, mold builders tend to rely more heavily on internal employees who have multiple responsibilities rather than employees dedicated exclusively to sales. However, data also indicates that as overall revenue rises for mold builders, sales responsibilities move further away from owners, presidents and other senior executives. The report also includes data on automating the sales pipeline and indicates which systems users were most satisfied with in terms of time investment, dollar investment and ease of use.

This report follows the release of the *AMBA 2018/19 Wage and Benefits Report*, which was completed and released at the end of December 2018. To purchase either of these reports and other AMBA publications, visit AMBA.org.

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For media inquiries, contact Rachael Pfenninger at rpfenninger@amba.org.

About the AMBA

The American Mold Builders Association (AMBA) is the only organization dedicated to elevating the competitive advantage of U.S. mold builders. AMBA provides workforce development initiatives, networking, benchmarking opportunities and industry

promotion. AMBA members receive a variety of additional benefits, including access to cost-reduction programs, visibility to mold buyers and problem-solving resources that give members a competitive advantage. To learn more about AMBA membership and ongoing initiatives, visit amba.org.

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