

# **Bio**

## **Darin Chase**

He got his Bachelor of Science in Biochemistry from Texas Tech University. His current position is National Accounts Manager for General Magnaplate Corporation. General Magnaplate has been in business since 1952 and is leader in the metal finishing/surface enhancement coatings industry. He oversees the development of large national accounts for various industries including oil & gas, aerospace, defense, pharma, packaging, food production and composite manufacturing. He also manages approximately 4 regional salesmen covering the central and southwestern US. He is responsible for general sales duties for approximately 200 Texas and Oklahoma accounts. He has been in the metal finishing industry in various positions for approximately 17 years. He has additional work experience in: pharmaceutical sales, retail sales and the printed circuit board industry.

## **Seminar Abstract**

There are 3 things that I have a passion for:

1. Sales
2. Coatings
3. Debt reduction

How are these 3 things  
related? Sales—it's who I  
am Coatings—it's what I  
sell

Debt reduction—by being a coatings/sales guy it's given me valuable experience  
(budgeting)

Sales—what's involved, perception vs reality, sales 101  
Coatings—what type, what they do, how they help, industries served  
Debt reduction—budgeting, following plans, staying on point/center focused

Hopefully by presenting a little about what I do and how it's done, I can help start you out in a clear direction no matter what your own passion becomes.

## **Sales Speak from a Technical Perspective (Commercialization Forum)**

I didn't start out after college wanting a sales job. I just stumbled into it after several years of being around the sales department and dipping my toes into the "sales pool" via technical sales first. Being comfortable around labs, titrating equipment, "technical speak" was natural for me. This put me on a path to become what is known as a technical sales guy.

The amazing thing about salespeople is that most are really friendly and good people. They have to be somewhat outgoing by nature in order to be successful at what they do. My idea of a sales person is not what it turned out to be.

During my early sales career, I did what any young inexperienced employee does...any and everything asked or needed. I chased down any customer who would see me and any application they offered-- some big but mostly small. Most of the time sales comes down to not only to what you know but also who you know. This is cliché but it still holds true. I didn't have any concrete plans only the mythical sales goals—SWAG as I call them today.

Over the years, my approach has changed. Specific daily, weekly and yearly goals are set to paper. Additional training (OTJ and classroom) on techniques, materials, new technologies, etc. has proved most valuable.

It's my goal to not only give you a peek into my employment adventures but also arm you with some tools that can help establish a baseline for success in your own careers.