



## How Parts and Service Leaders Can Thrive in Uncertain Times with Digital Self-Service

Tough times don't have to stall your growth. With the right digital tools, your business can keep sales moving and build stronger customer relationships—even in uncertain markets. Discover how self-service solutions empower businesses to thrive, no matter the conditions!

[Read more](#)

### Industry Articles

- Distributors Grow Sales Nearly Half a Trillion [➔ Read more](#)
- How Predictive Analytics is Reshaping Aftermarket Loyalty [➔ Read more](#)
- 3 Areas Manufacturers Will Prioritize in 2025 [➔ Read more](#)



### The Industrial Marketing Summit

GenAlpha's CEO, Kris Harrington, is speaking at the Industrial Marketing Summit in Austin on February 28th! She'll be joining industry leaders to share what it takes to create a seamless buying experience that keeps customers coming back.

[Learn More](#)

### Mission Matters Business Podcast

The Association of Equipment Manufacturers Summit may be over, but the insights are still fresh!

GenAlpha's CEO joined Adam Torres on his podcast to share the biggest takeaways from the event—what's shaping the industry, and what it all means for the future.

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