



Give Your Sales Team Superpowers with Guided Product Configuration

Selling in manufacturing and distribution isn't easy. Sales reps are juggling complex products, tight timelines, and high customer expectations. That's where guided product configurations come in. They take some of the pressure off your team and make it simple for buyers to get exactly what they need without confusion or mistakes. The result is a smoother, faster, and reliable buying experience. Want to see why this tool is such a game-changer? Let's take a closer look.

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Industry Articles

- Manufacturers Are Investing in Preventive Maintenance Tech [➡ Read more](#)
- Elevating the B2B Buyer Journey [➡ Read more](#)
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GenAlpha & Mavenoid: Elevating Customer Support with AI

GenAlpha's Equip360 just got smarter —thanks to its new integration with Mavenoid's Virtual AI Assistant. Now, manufacturers and distributors can offer customers instant, AI-powered updates on orders, invoices, shipments, and parts availability. It's fast, intuitive, and built to tackle even the toughest questions with ease.

[Learn More](#)

AEM Product Safety & Stewardship Conference

The GenAlpha team is heading to AEM's Product Safety and Stewardship Conference next week, and we couldn't be more excited. Also, our CEO, Kris Harrington, will be speaking on Wednesday about how reimagining technical communication can unlock new opportunities for profitability. If you'll be there, make sure to stop by and say hi!



Apr 28 - May 1, 2025 - Nashville, TN

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