



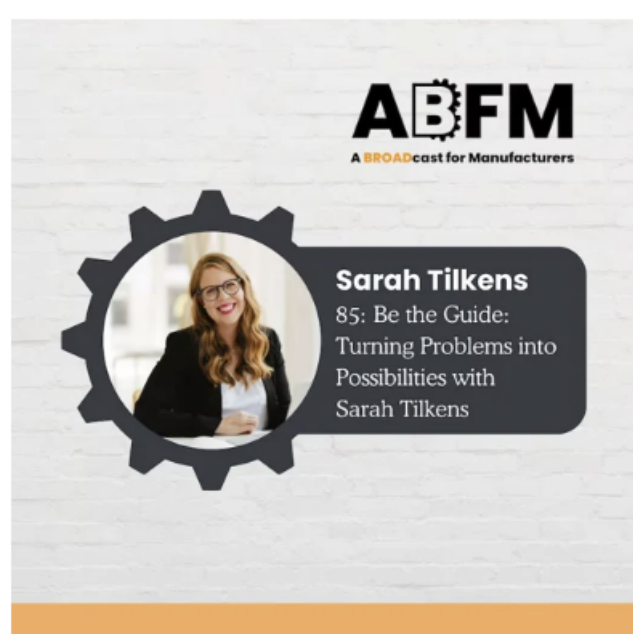
5 Distractions Keeping Equipment & Parts Companies from Growing in 2025

Many equipment and parts companies are hesitant to invest in growth this year, distracted by tariffs, AI buzz, inflation, change fatigue, or short-term thinking, while customers still expect fast, convenient service. Discover how building digital sales and self-service tools now can help you keep those customers coming back again and again.

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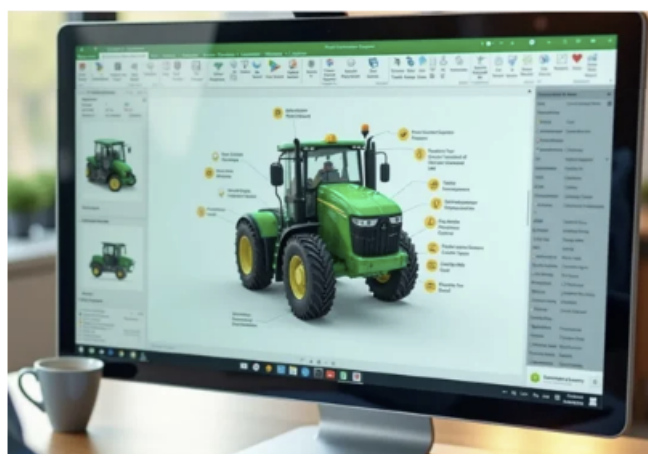
Be the Guide: Turning Problems into Possibilities

Discover how Sarah Tilkens turned a career setback into The KPI Lab, where she helps leaders rethink problem-solving, people leadership, and continuous improvement. She highlights the importance of clear standards, experimentation, and guiding teams to become stronger problem solvers.

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Understanding Product Configurators: Key Benefits for Equipment Manufacturers

Customers want choices, not compromises. With product configurators, equipment manufacturers can deliver tailored solutions, reduce errors, and close sales faster—all while standing out in a crowded market.



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