



Do You Mean Business? Technical/Non-Technical Collaboration, Business Development and You

By Babette N Ten Haken, Babette N Haken

Spinner Press, LLC, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.How do YOU mean business development and revenue generation for your company? How can collaboration tools enhance your soft skills and professional communications, and impact your career? Business development is part of everyone's job function. Do YOU Mean Business? by Babette N. Ten Haken, Founder President of Sales Aerobics for Engineers(r), LLC, gives you a powerful technical / non-technical collaboration toolkit you can put into practice, immediately. Create, lead and manage engineering and sales outcomes that differentiate you and your company from the competition. In Do YOU Mean Business?, Babette Ten Haken provides technical and sales people and other sellers, like C-level entrepreneurs, a solid strategy for how to explain a product, its benefits, and its value in ways that buyers and investors can easily understand and sellers can comfortably present. Liberate yourself from status quo, discipline-driven mindset. Learn how to use the right and left sides of your brain at the same time! Develop the ability to communicate and collaborate with colleagues, customers and investors, no matter what their perspectives and where they sit...



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