



## **Babette Ten Haken**

Founder and President of  
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### **Customer Retention & the Art of the 2nd Sale - Moving from Sales Status Quo into Relevant Conversations for the Smart Manufacturing Plant**

Today's food manufacturing plants are smarter, connected by Internet of Things technologies which improve manufacturing efficiency and cost containment. With an average life cycle of 5-10 years for equipment upgrades or replacement, today's selling conversations become tomorrow's table stakes. Customer retention programs for capital equipment manufacturers must become more proactive in anticipating the smarter manufacturing environments into which these upgrades or new equipment will be placed.

How can you create compelling customer retention strategies focused on the food manufacturing plant of the future? How can you put these same conversations into play for new customer acquisition strategies for the present? Babette Ten Haken engages you in innovative customer retention strategies which:

1. Correlate life cycle cost management and predictive maintenance metrics with current as well as future operational triggers critical to the supply chain and overall business strategy.
2. Differentiate you, your equipment and your company by translating big data and predictive analytics from operational efficiencies into compelling business growth strategies over the lifecycle of that equipment.
3. Establish the overall value of your company as a strategic business ally by developing cross-functional and collaborative internal alliances focused on customer success.
4. Create a retained place for your company at your customers' business tables as you become a go-to resource for not only capital equipment but also for business and operations innovation.

**Babette Ten Haken** is a management consultant, professional development coach, analyst and content creator. She is the Founder and President of Sales Aerobics for Engineers®, LLC. Babette has one of the most distinctive voices in today's workforce, professional development and customer success communities.

She traverses the interface between human capital strategy for hiring and developing technical and non-technical teams focused on customer success. She catalyzes compelling strategies and processes for cross functional communication and collaboration. She is the author of [Do YOU Mean Business?](#) – her playbook of technical / non-technical collaboration hacks to drive revenue through your organization. Discover more about Babette at her website: <http://babettetenhaken.com> and on LinkedIn: <http://www.linkedin.com/in/babettetenhaken>.