



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

*Babette N. Ten Haken*

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

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THE ENGINEERING-SALES DISCONNECT IS OVER .... OR AT LEAST IT CAN BE

Today's global marketplace brings success to individuals and companies able to collaborate and operate in cross-functional teams. Yet many engineers and business development professionals operate in silos, missing opportunities for personal advancement and revenue generation. The primary barrier: they don't speak the same language.

In *Do YOU Mean Business? Technical/Non-Technical Collaboration, Business Development and YOU*, Babette Ten Haken, consultant and founder of the renowned blog, *Sales Aerobics for Engineers®*, shows you how to:

- \* Liberate yourself from the status quo of discipline-driven mindsets
- \* Develop the ability to simultaneously translate technical as well as non-technical information to colleagues and customers
- \* Understand how your functional role - not your job description - allows you to positively impact business development, even if you are a technical expert

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