



Is there an opportunity to be seized?

Hi !

A slower market can be frustrating, but it might also give you something rare: time. Time to think about what will really matter when demand returns, and work on improvements that are hard to make when business is moving at full speed.

If your sales process has been frustrating you, this is the perfect moment to step back and rethink it. Those who use this downtime to simplify, improve, and prepare will find themselves in a much stronger position once the market picks up again.

At factor10, we've seen firsthand how the right software can take even the most complex sales process and make it clearer, faster, and more effective. I would love to meet up, share what we've learned, and explore if there is anything we could do for your company. Just drop me an email!



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Article

Does software development feel like a leap into the unknown?

If software development isn't part of your daily operations, it can seem abstract and overwhelming. And when you're already dealing with complex sales cycles, specialised products, and deeply ingrained processes, the last thing you want is to add complexity just for the sake of "going digital."

But here's the good news: building the right software doesn't require a giant leap. In fact, the most effective approach is the opposite: a series of small, confident steps.

How to make software development feel less daunting



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Tip! If you follow [factor10 on LinkedIn](#), you can click the 🔔 to make sure you don't miss any insights from us and our consultants.



Article

Watch – or rewatch – all the talks from myConf 2025 for free!

Did you know we also host a conference? This year marked the fourth edition of myConf, a 24-hour conference about better tech, smarter business, and creating real value. The lineup was a mix of practitioners, researchers, entrepreneurs, and thinkers operating at the intersection of business and software development.

Don't worry if you missed it, you can watch all the talks online. Inspiration on demand!

[See all the talks from myConf 2025](#)

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