

SERVICES AND THE BIG PICTURE

Three Paths
to Greatness



James “Alex” Alexander

BEFORE WE GET STARTED



- **The Webinar is “listen only” and is being recorded**
- **A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards**
- **To submit questions, use the Question Panel of the GoToWebinar console**
- **Visit the Service Strategies Network group on LinkedIn to continue today’s discussion**

ABOUT SERVICE STRATEGIES



- **Service Strategies provides consulting, training, standards and certification programs that help you better serve your clients**
- **Global organization with partners in Australia, China, UK, Netherlands and Nigeria**
 - **Consulting and Strategic Advisory Services**
Guidance to assist companies in improving eService, Support, Field Service and Professional Services operations
 - **The Service Capability & Performance (SCP) Standards**
Recognized as the global benchmark of service excellence. The SCP Standards have been deployed by leading service organizations worldwide for the past 18 years
 - **SCP Career Certification and Training Programs**
Over 5,000 service professionals worldwide have attained certification under our industry leading training and certification programs

JAMES “ALEX” ALEXANDER



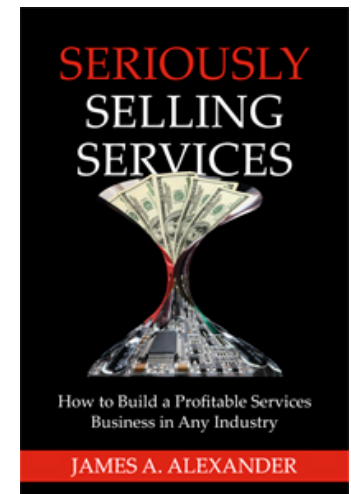
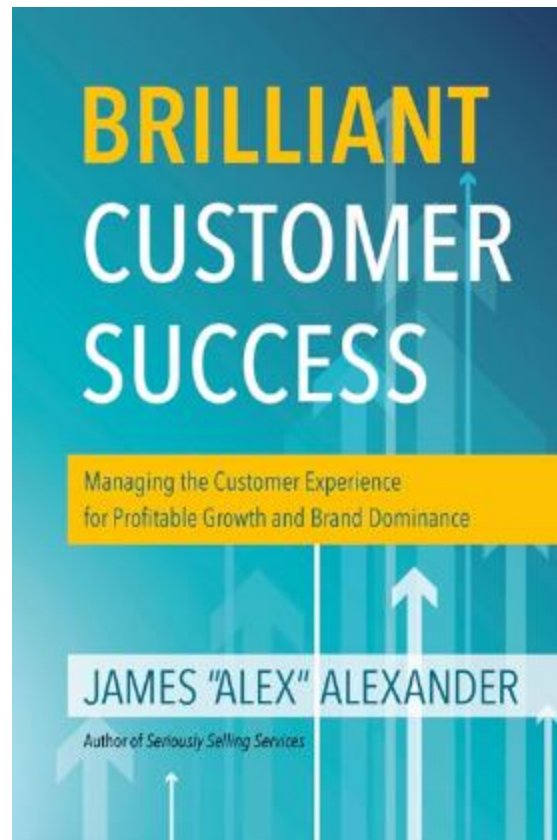
Education:

- Doctorate in human resources development.
- University faculty member in the U.S., Europe, and Mexico.
- Academic research focus was on accelerating learning.

Professional experience:

- In 1994 founded Alexander Consulting (a boutique consulting firm focused on building brilliant services businesses within product companies).
- Business partner with Service Strategies.
- Hands-on services consulting (strategy formulation, market intelligence, voice of the customer research, service quality, sales effectiveness, culture change).
- The services pundit for IBM’s 2003 Global Services Headlights program.
- Served for six years as AFSMI’s (global services non-profit association) vice president of professional services.
- E-business subject-matter expert for the four-year duration of the U.S. Commerce Department’s Inter-American E-Business Fellowship Program.
- Spoken, consulted, and trained on selling services in 17 countries.
- Has been designing training and learning systems for 21 years.
- Averages 4.8 on a 5.0-point scale from participants of SSC’s *Strategic Account Management* training.

RESEARCHED BASED...FIELD PROVEN



IT'S ALL ABOUT ALIGNMENT



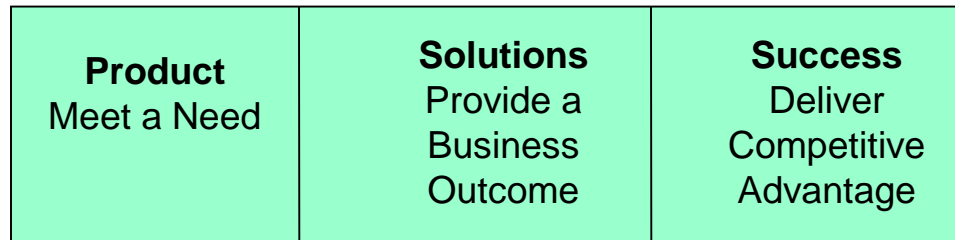
There is nothing worse than doing something really well that never should have been done in the first place.

SUPPLIER SELLING STRATEGY IS BASED UPON THEIR CUSTOMERS

- Maturity
- Complexity
- Sophistication
- Anticipated Impact
- Perceived Risk

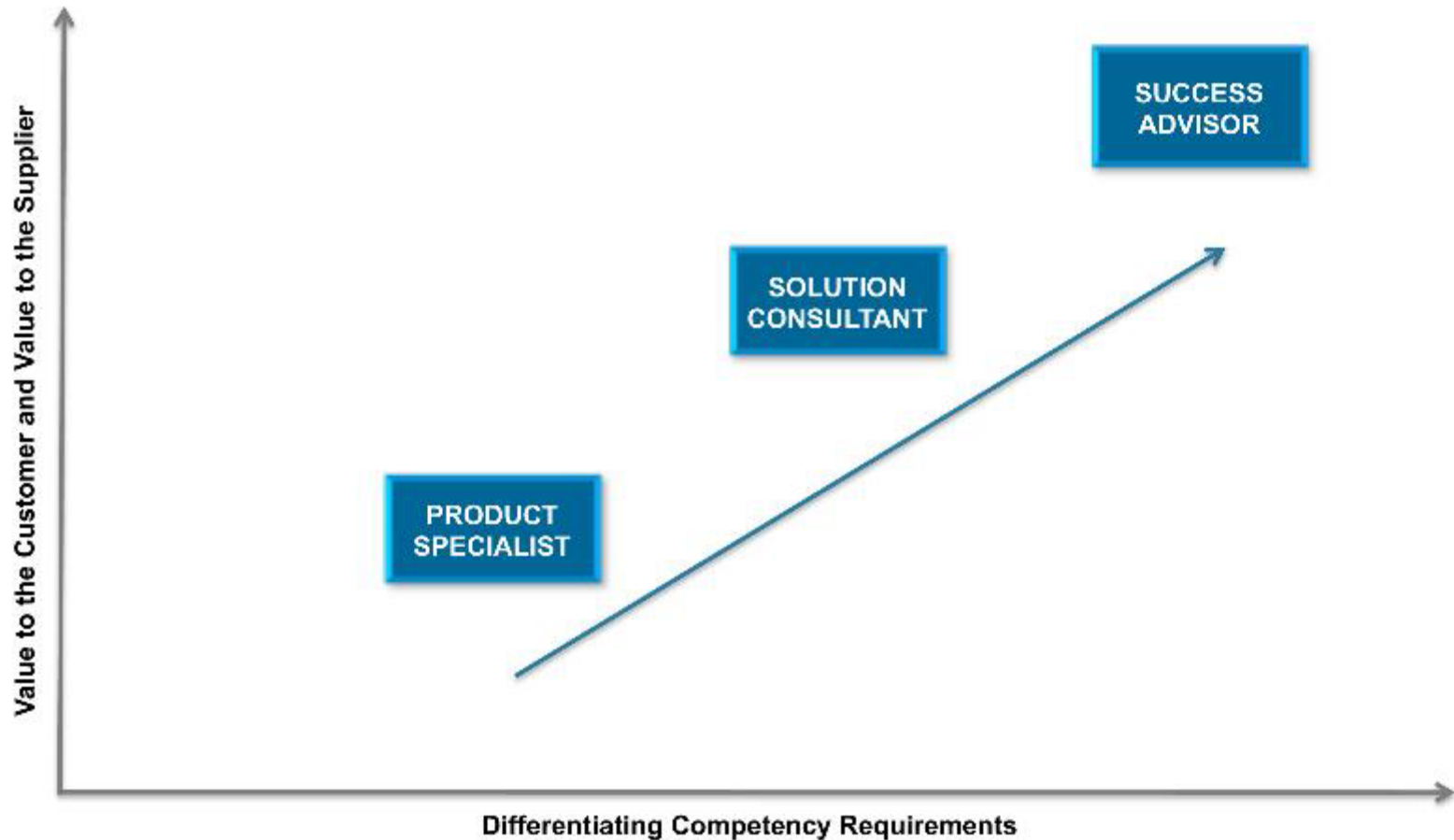


THE THREE SELLING STRATEGIES



Maturity Complexity Sophistication Impact Risk

THE EVOLUTION OF INFLUENCE



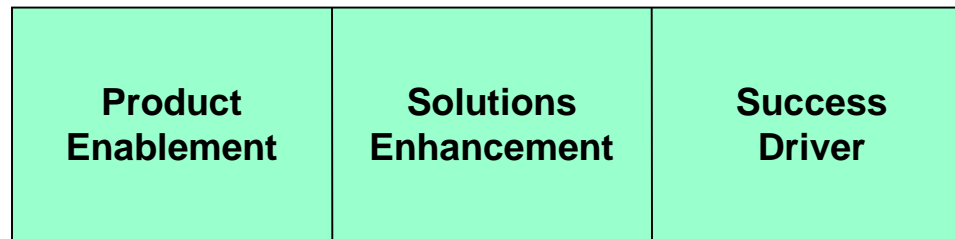
Source: Alexander, James A. February 2018. [“Seriously Selling Success: The Evolution of Influence.”](#) LinkedIn.

EACH SELLING STRATEGY REQUIRES A UNIQUE SERVICING STRATEGY

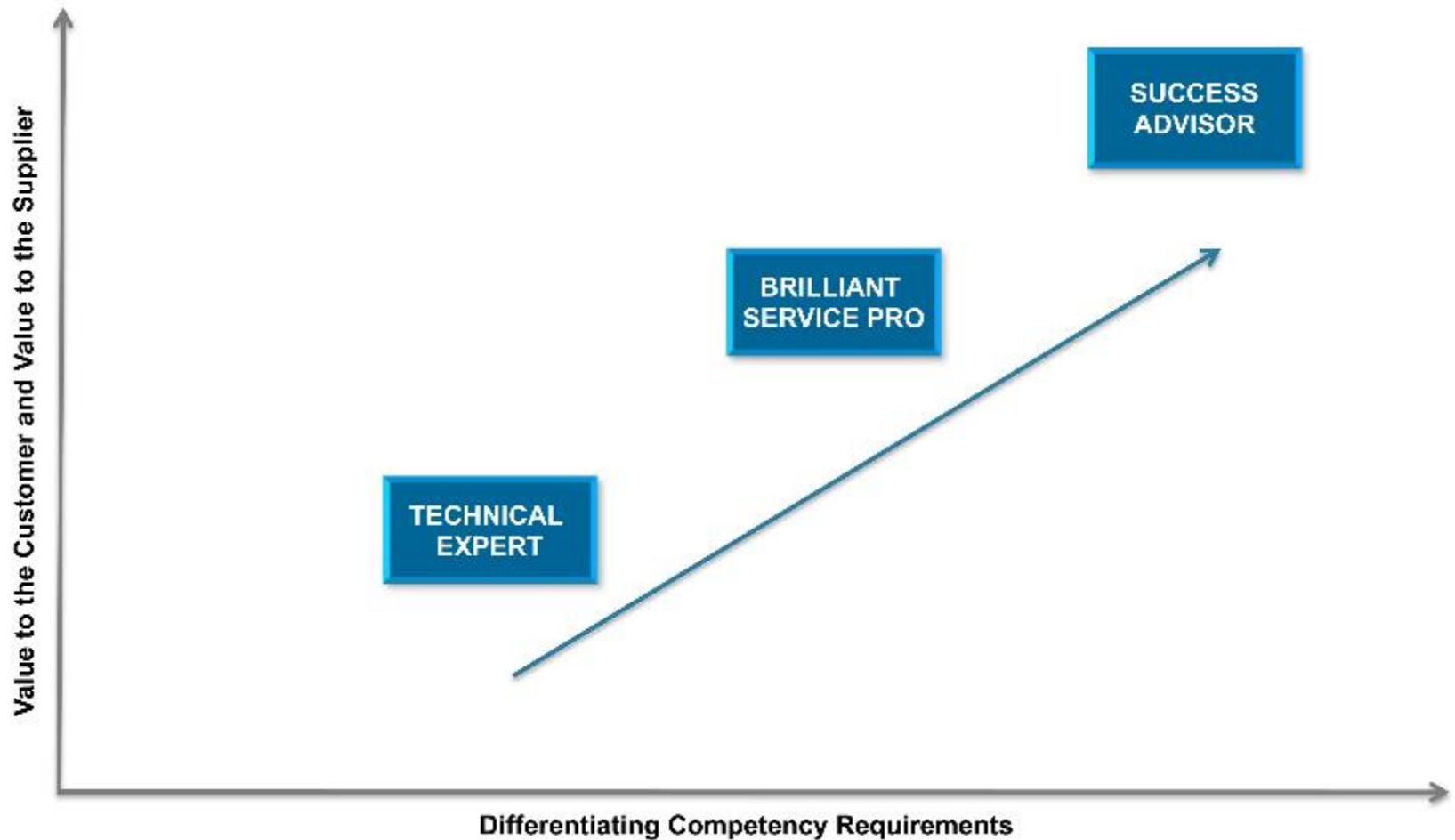
The Three Selling Strategies



The Three Services Strategies



THE EVOLUTION AND ELEVATION OF SERVICES



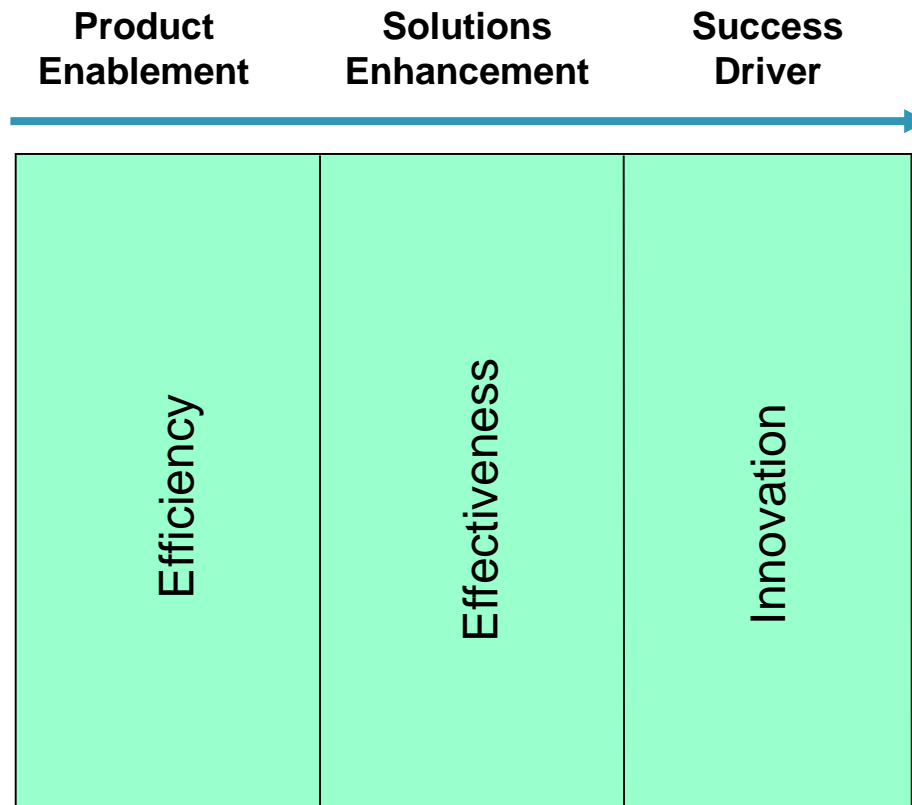
BEWARE OF PUGS CALLED PITBULLS!

For the last twenty years, every product company on the planet has proclaimed they are a solution provider, and every one of them boast that they are the industry leader!

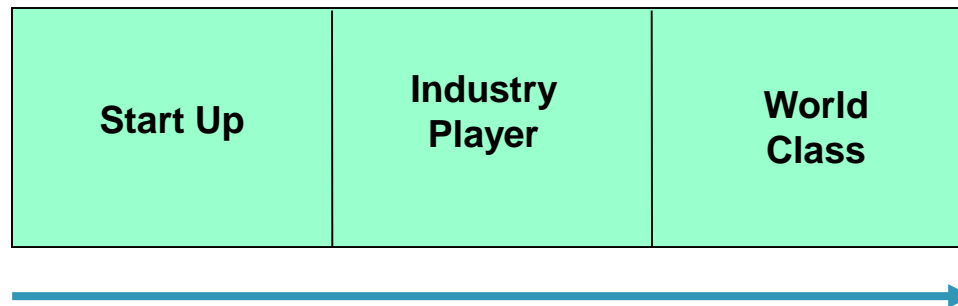


YOUR STRATEGY DETERMINES YOUR PHILOSOPHY

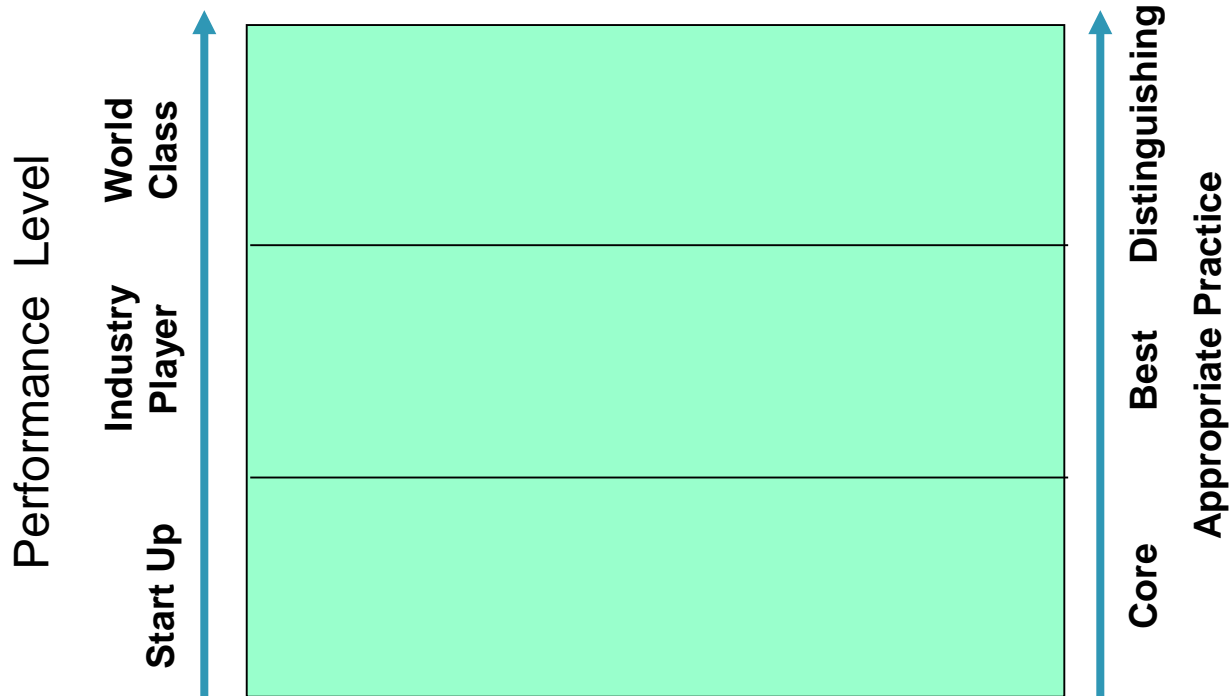
The Three Services Strategies



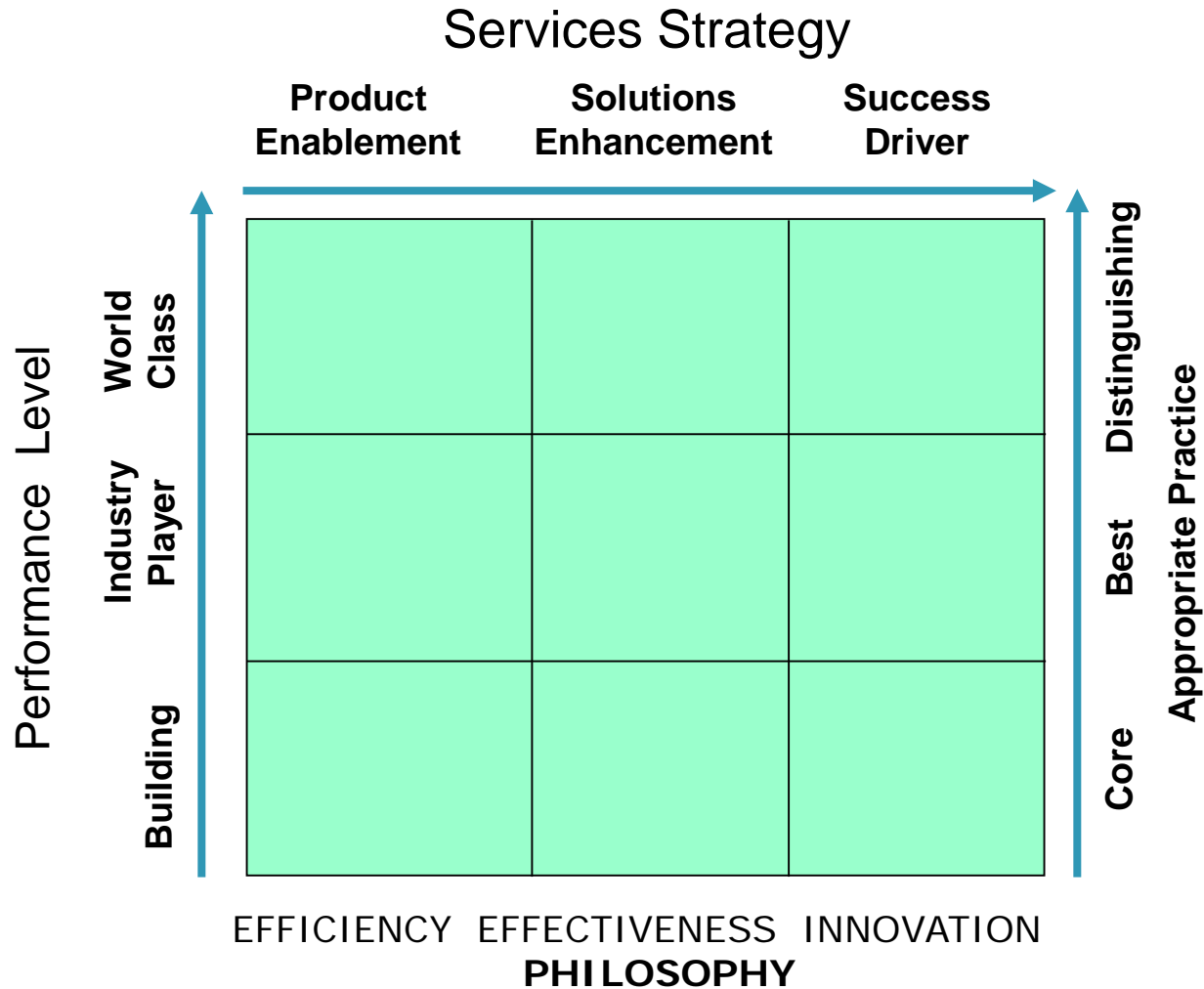
THE THREE PERFORMANCE LEVELS



YOUR PERFORMANCE LEVEL DETERMINES THE APPROPRIATE PRACTICES

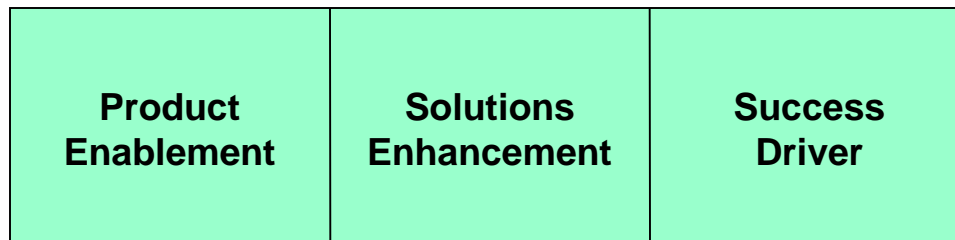


THE NINE BOXES OF SERVICES STRATEGY

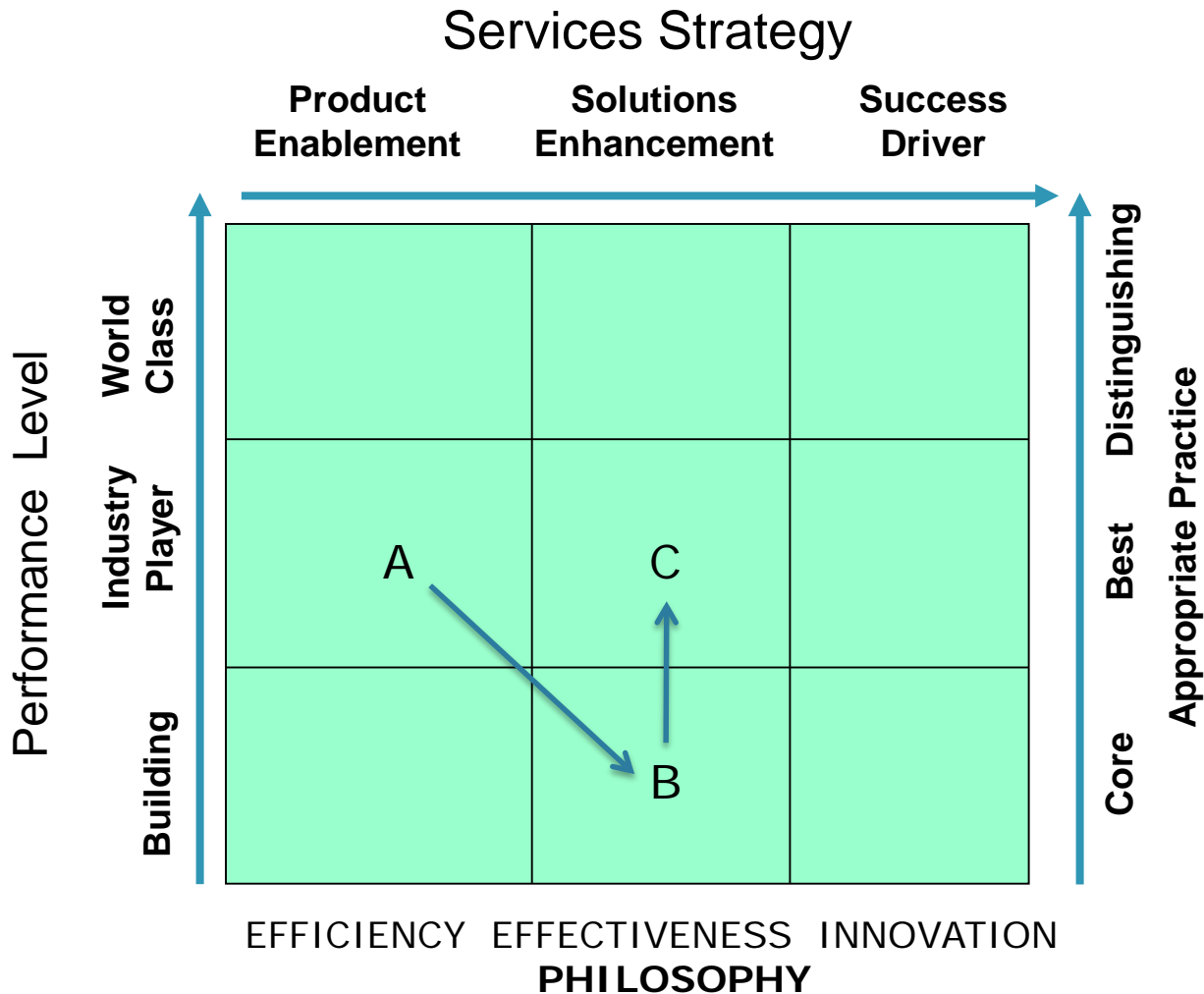


STATION BREAK

1. Which services strategy are you following today?
2. Which strategy must you embrace for the future?



THE NINE BOX EXAMPLE



WANT YOUR SAMS TO PERFORM BRILLIANTLY?

Send them to this two-day workshop:

“Strategic Account Management for Service Pros”

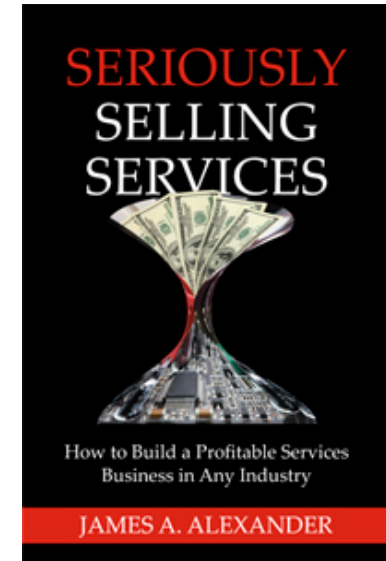
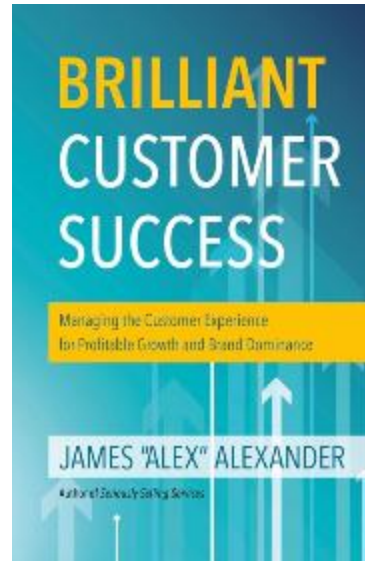
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Q & A



THANK YOU!



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