

# TURNING TECHNICAL EXPERTS INTO BRILLIANT SAMs



# 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, Netherlands, Nigeria, UK**
  - **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

# YOUR FACILITATOR: JAMES “ALEX” ALEXANDER



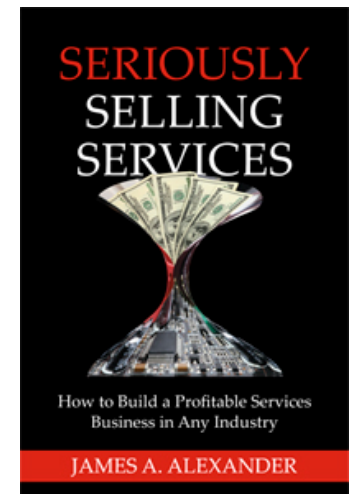
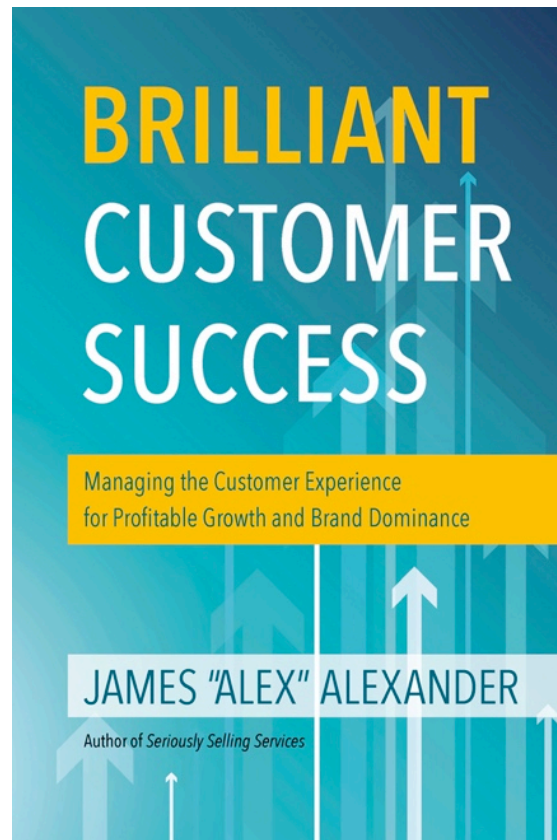
## **Education:**

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

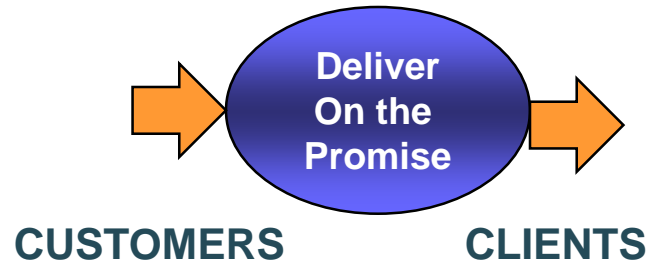
## **Professional experience:**

- In 1994 founded Alexander Consulting, a boutique consulting firm focused on building brilliant services businesses within product companies.
- A Service Strategies business partner on all things SAM.
- The services pundit for IBM's 2003 Global Services Headlights program.
- Served for six years as AFSMI's (global services non-profit) as 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 services in 21 countries.
- Has been designing training and learning systems for 24 years.

# RESEARCHED BASED...FIELD PROVEN



# CORE REQUIREMENTS—NO CHANGE



Deliver on the promise consistently by:

1. Doing service work on time, within budget, and up to defined quality standards.
2. Communicating appropriately with the customer when needed.
3. Responding enthusiastically when asked about your organization's capabilities.

Meet internal expectations:

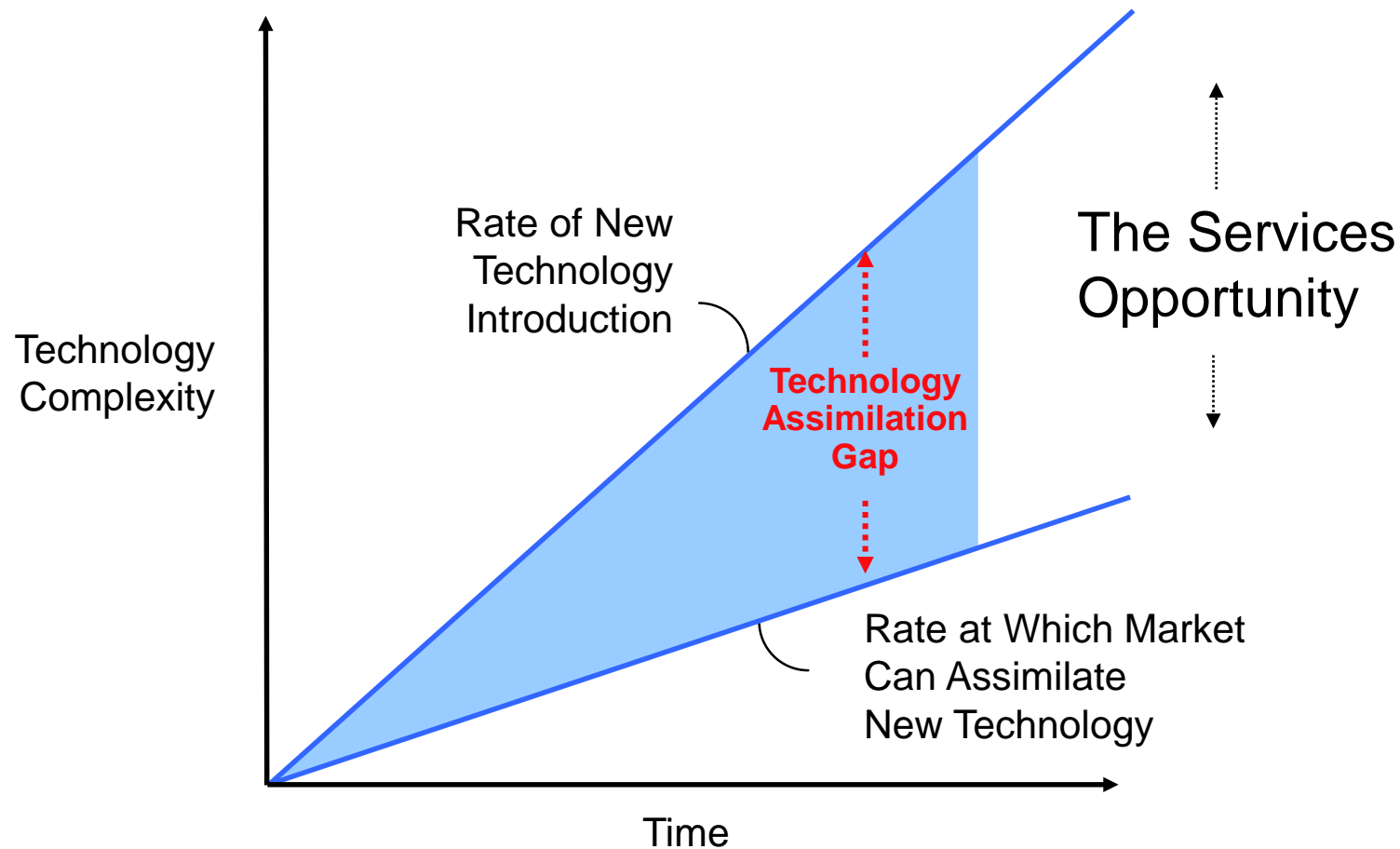
4. Use knowledge management system, follow procedures, and utilize tools as prescribed.
5. Provide accurate updates on all work in a timely fashion.
6. Follow HR practices and be a good company citizen.

# BRILLIANT CUSTOMER EXPERIENCES—STILL DESIRED

	Never										Always											
1. Deliver on the promise.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
2. Transparency.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
3. No Hassle.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
4. Responsiveness.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
5. Evidence You Care.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
6. Fairness.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10
7. Control.	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10

Source: Alexander, James. Jan. 28, 2015. "Brilliant CX: The 7 Things Your Customers Want, Expect, and Deserve." *LinkedIn Pulse*.

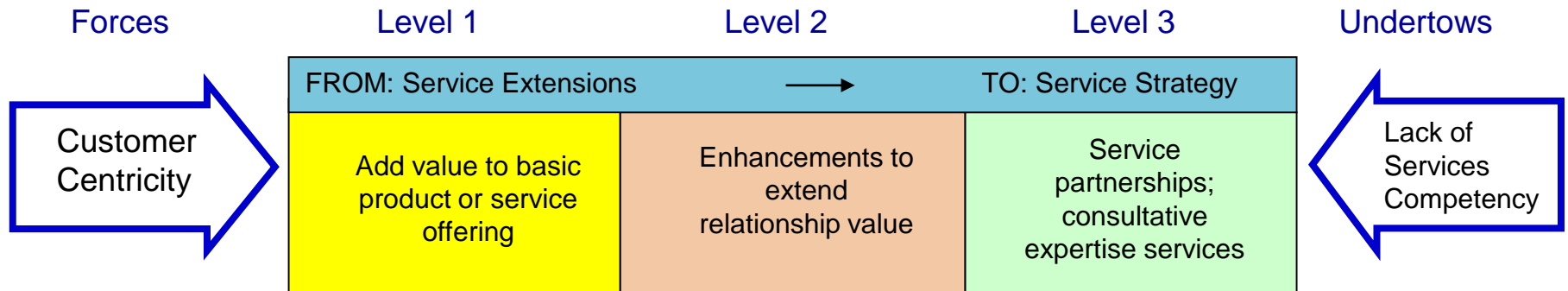
# THE DEMAND FOR SERVICES CONTINUES TO GROW



Source: Dataquest (Developed by Bob Johnson).



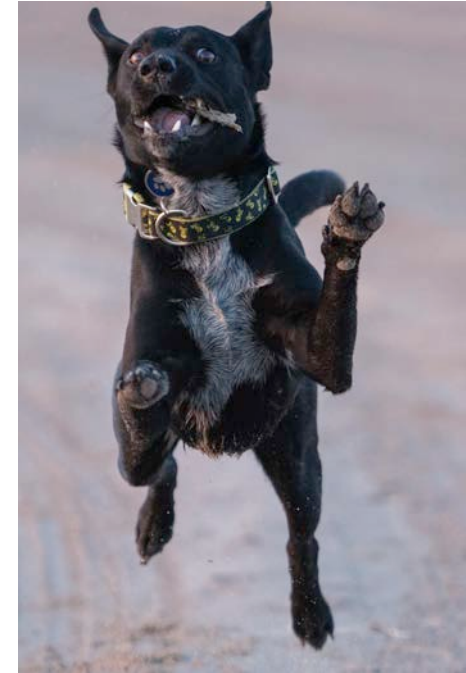
# A CORE WAVE OF CHANGE: THE ELEVATION OF SERVICES



From a quality issue and value-add service interaction, to the repackaging of knowledge and experience as a consulting practice, services have become elevated as a component of many businesses and act as the prime drivers of growth.

Used with permission from IBM.

# RESEARCH SHOWS CHANGING EXPECTATIONS—MORE...



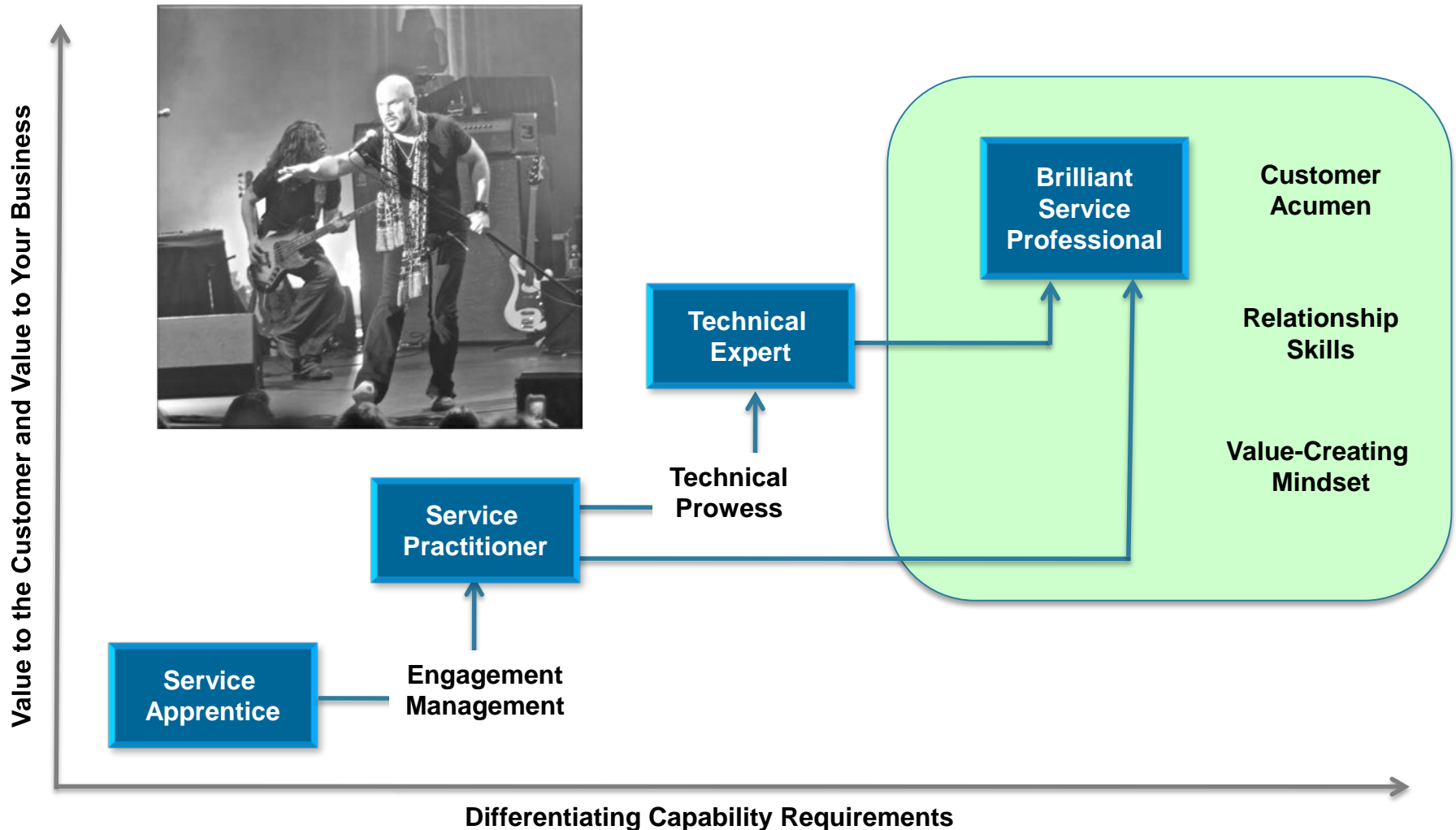
- Communicate Value
- Customer Involvement
- Drive Revenue
- Business Savvy
- Trusted Advisor Role
- Internal Contribution
- Responsibility for Personal Development

Source: *Turning Technical Experts into Trusted Advisors*. James A. Alexander. Alexander Consulting. 2007.

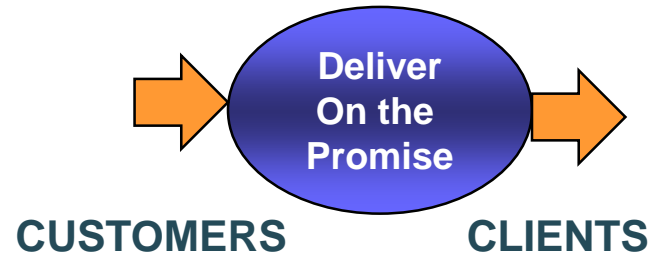
# FROM TECHNICAL EXPERT TO BRILLIANT SAM

REACTIVE	+	PROACTIVE
TACTICAL	+	STRATEGIC
CONTROL	+	COLLABORATE
VALUE ADDER	+	VALUE CREATOR
TECHNICAL ACUMEN	+	CUSTOMER ACUMEN
PROFESSIONAL TRUST	+	PERSONAL TRUST
GOOD COMMUNICATION SKILLS		GREAT COMMUNICATION SKILLS

# THE NEW SERVICE PROFESSIONAL CONTINUUM



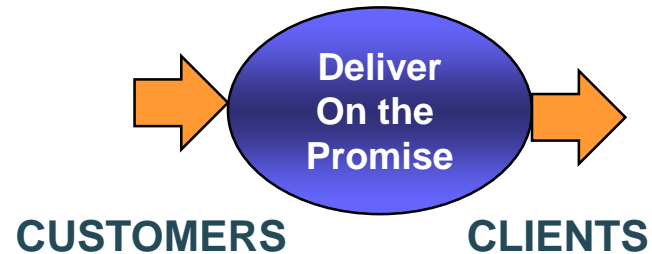
# REQUIREMENTS OF THE BRILLIANT SERVICE PROFESSIONAL



Deliver on the promise consistently by:

- Doing service work on time, within budget, and up to defined quality standards.
- Communicating appropriately with the customer when needed.
- Responding enthusiastically when asked about your organization's capabilities.
- **Proactively looking for ways to enhance the customer experience and increase customer success.**
- **Setting and managing customer expectations.**
- **Immediately initiating "service recovery" when a customer situation goes south.**

# REQUIREMENTS OF THE BRILLIANT SERVICE PROFESSIONAL *(CONT.)*

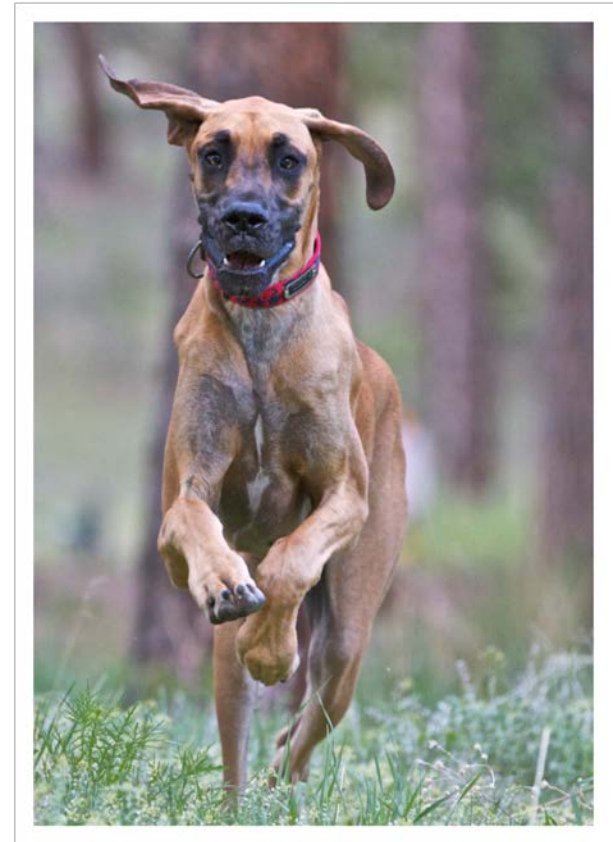


Meet internal expectations:

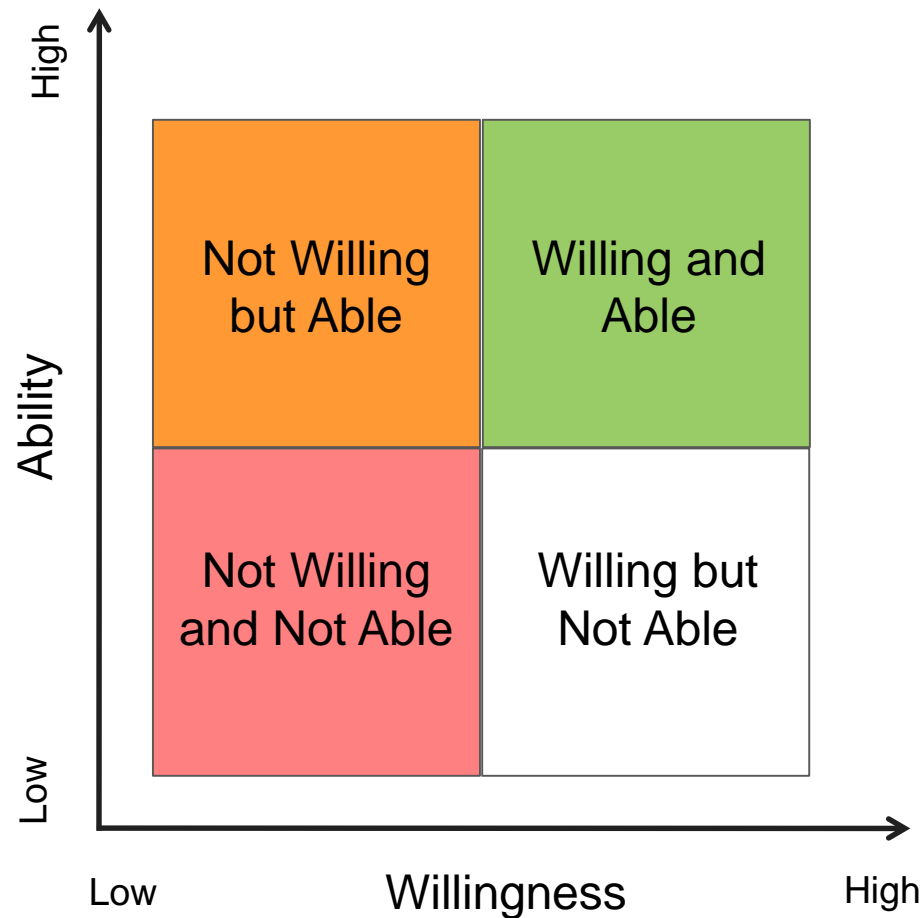
- Use knowledge management system, follow procedures, and use tools as prescribed.
- Provide accurate updates on all work in a timely fashion.
- Follow HR practices and be a good company citizen.
- **Consult with executives and sales.**
- **Contribute insights into product development and service development.**
- **Mentor high-potential colleagues.**

# TRANSITION REALITIES

- This is a big change for many.
- Some can't make the change.
- Some don't want to make the change.

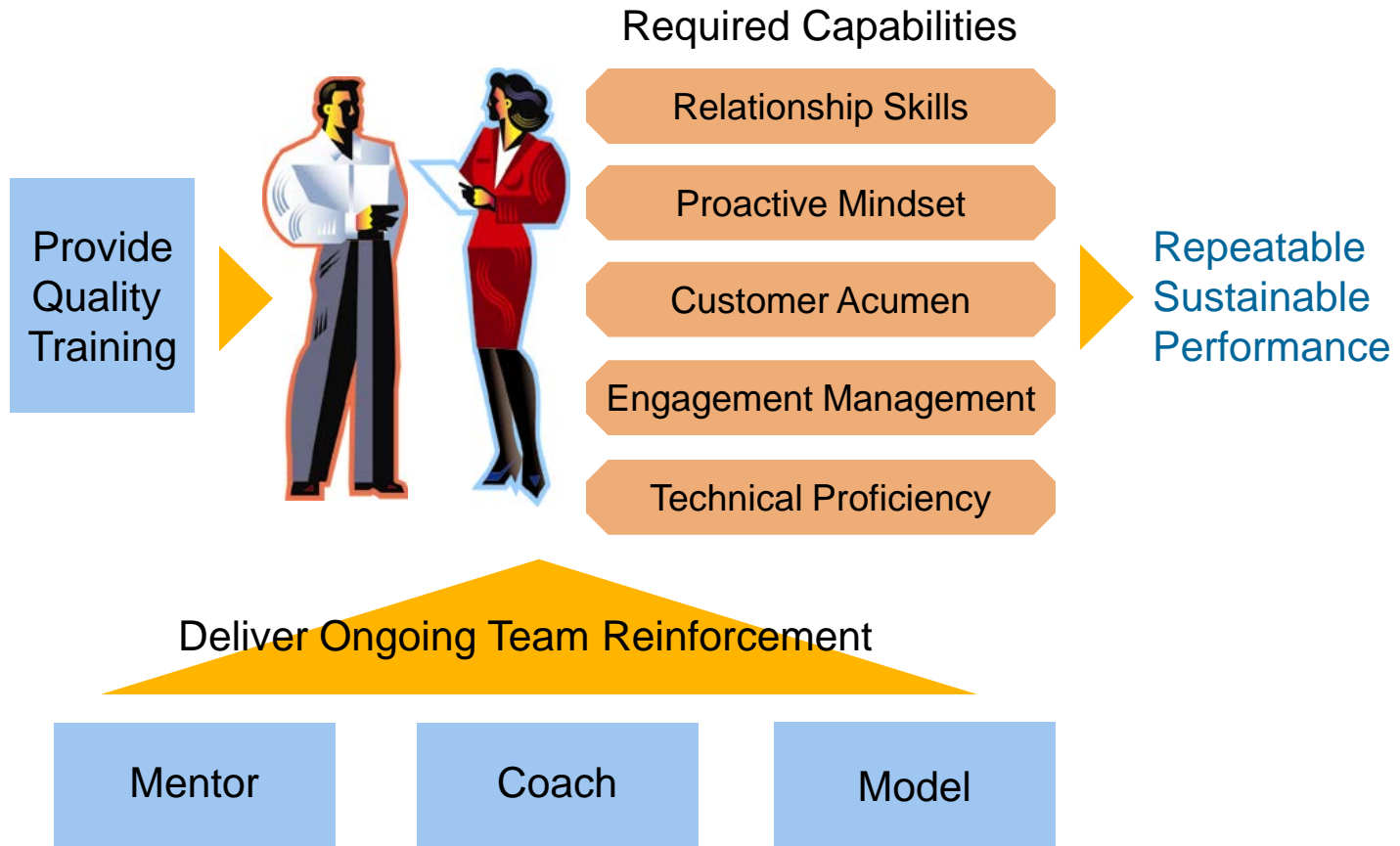


# 1. CONDUCT A WILLING AND ABLE ASSESSMENT FOR EACH TEAM MEMBER

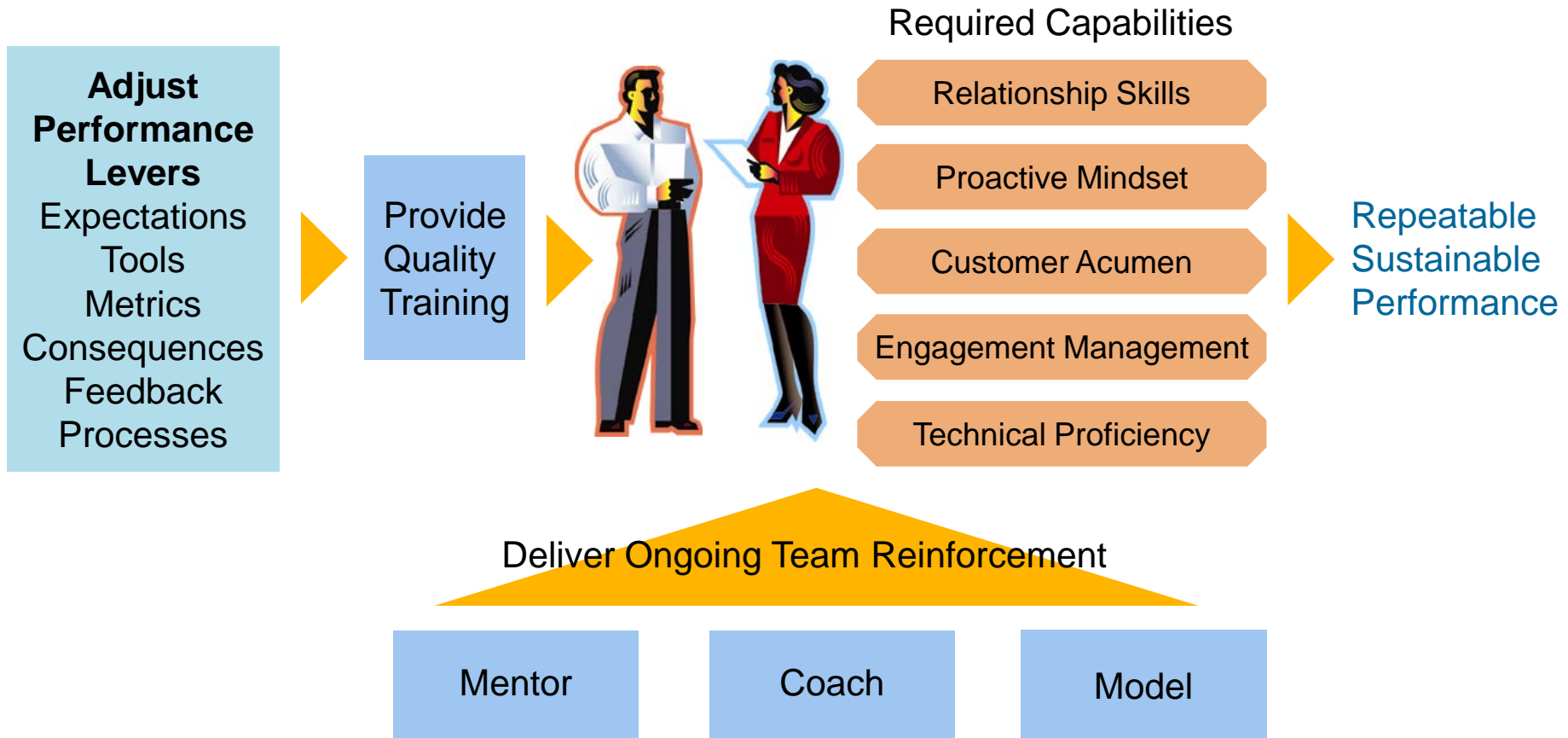




# BUILDING NEW CAPABILITIES: CREATING SUSTAINABLE PERFORMANCE



# BRILLIANT PERFORMANCE SYSTEMS



# INTERESTED IN BRILLIANT SAMs?

- July 25 & 26 – **Denver Public Workshop:** *The Brilliant Strategic Account Manager: Creating Customer Success*
- August 3 – Complimentary **Webinar:** *Brilliant SAMs Seriously Sell Success*
- November 2 – Complimentary **Webinar:** *The Brilliant SAM: Taking Charge of Your Time and Your Life for Peak Personal Performance*
- December 5 & 6 – **Orlando Public Workshop:** *The Brilliant Strategic Account Manager: Creating Customer Success*
- Complimentary **Tools** – Go to SAM Central for articles, performance tools, and links to past SAM webinars available at [http://www.alexanderstrategists.com/strategic\\_account\\_managers.html](http://www.alexanderstrategists.com/strategic_account_managers.html).

# Q & A



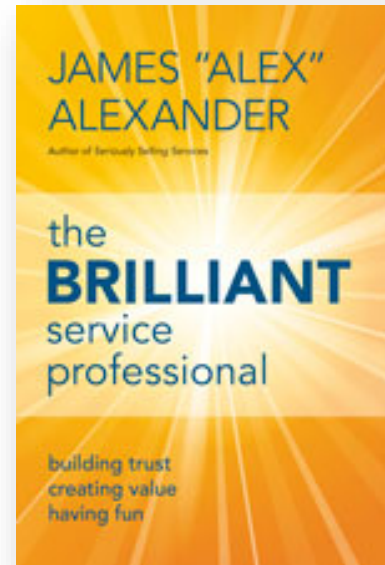
# THANK YOU!

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