



SERVICES PRO 3.0

The New
Corporate
Rock Star

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

Your Presenter: James “Alex” Alexander

Education:

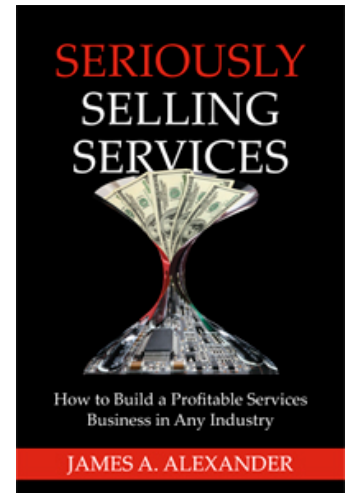
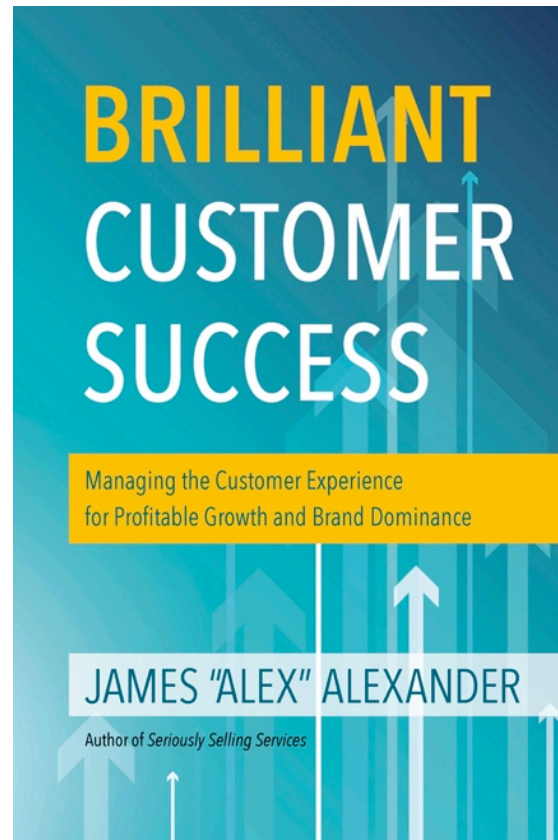
- Doctorate in human resources development.
- University faculty member in the U.S., Europe, and Mexico.
- Academic research focus on organization change and accelerating learning.

Professional experience:

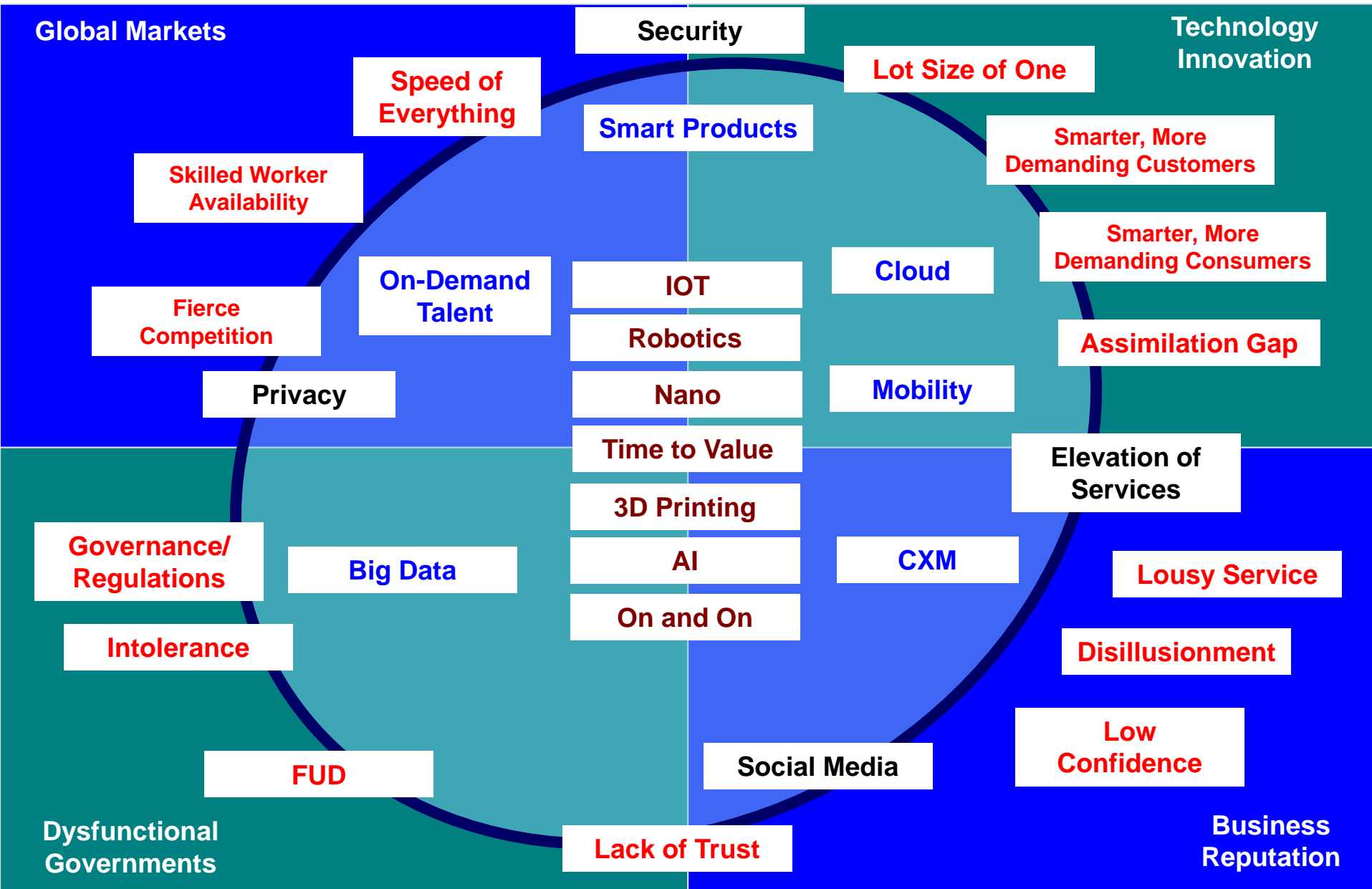
- In 1994 founded Alexander Consulting, a boutique consulting firm focused on building brilliant services businesses within product companies.
- A Service Strategies business partner.
- The services pundit for IBM’s 2003 Global Services Headlights program.
- Served for six years as AFSMI’s (global services 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.



Research Based ... Field Proven



Global Realities, Critical Issues, Emerging Trends

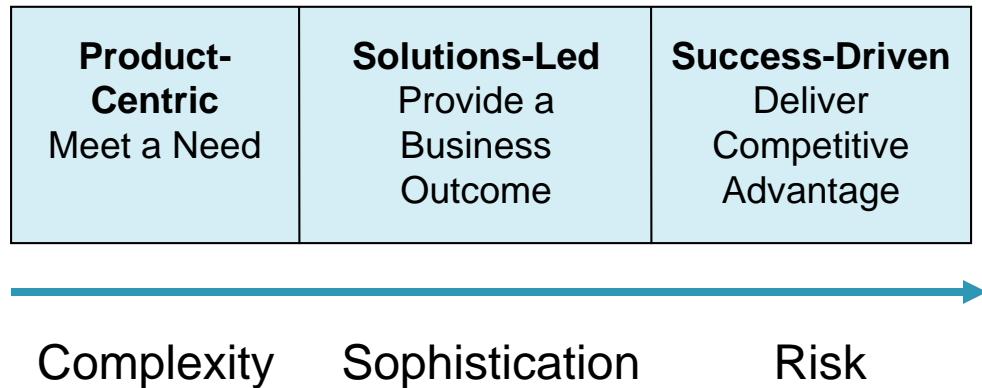


The Suppliers' Dilemma

- Complexity
- Sophistication
- Risk



The Three Supplier Strategies



Supplier Transformation

**FROM
Business 1.0**

Product-Centric

- Transactions
- Reactive
- Technology-driven
- Features-based
- Price-sensitive

**TO
Business 2.0**

Solutions-Led

- Relationships
- Proactive
- Customer-driven
- Knowledge-based
- Value-sensitive

Supplier Transformation: One More Time

Business 1.0

Product-Centric

- Transactions
- Reactive
- Technology-driven
- Features-based
- Price-sensitive

Business 2.0

Solutions-Led

- Relationships
- Proactive
- Customer-focused
- Knowledge-based
- Value-sensitive

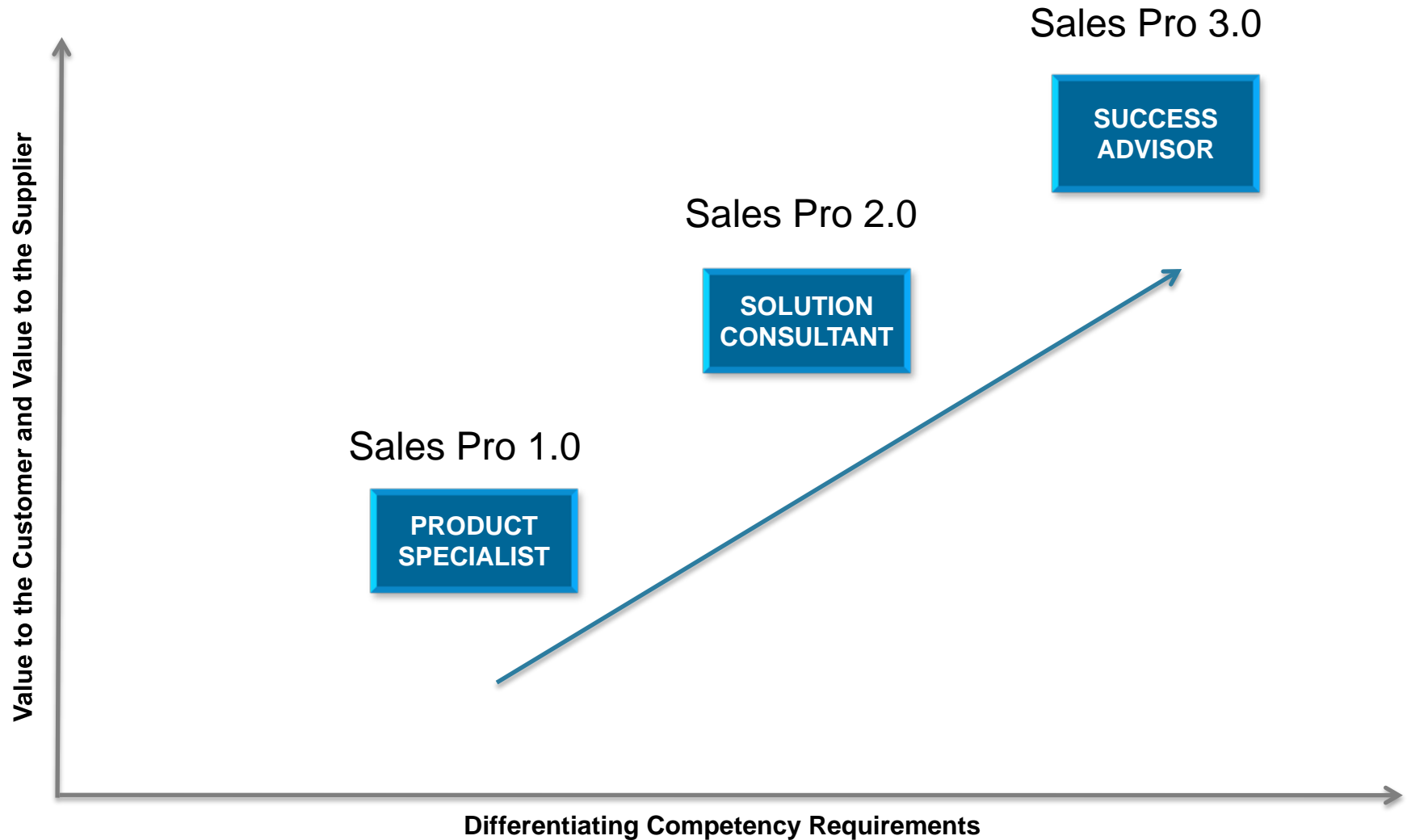
Business 3.0

Success Driven

- Orchestration
- Predictive
- Customer-centric
- Change-based
- Value-creating

Transformation requires cultural change.

The Evolution of Influence

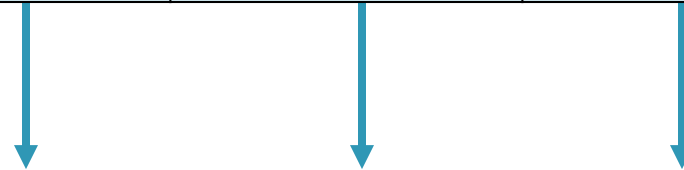
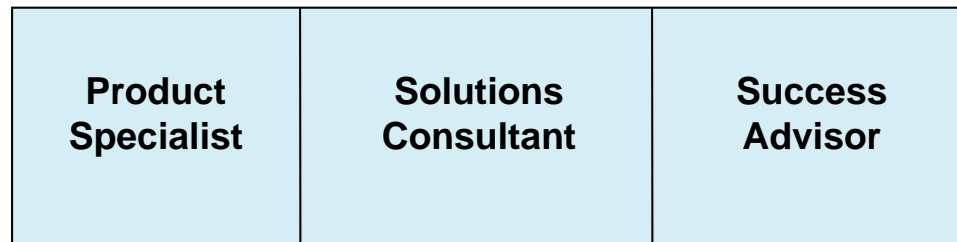


Selling Competency Requirements – Success Advisor

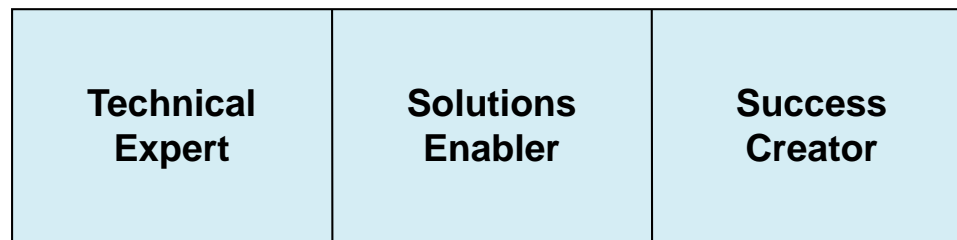
PRODUCT SPECIALIST		SOLUTION CONSULTANT		SUCCESS ADVISOR
Influencing Approach: Satisfy a Need Role: Value-Communicator Goal: Product Trust Responsiveness: Reactive Presence: Professional	➡	Influencing Approach: Deliver a Business Outcome Role: Value-Adder Goal: Supplier Trust Responsiveness: Proactive Presence: Management	➡	Influencing Approach: Create Customer Success Role: Value-Creator Goal: Personal Trust Responsiveness: Predictive Presence: Executive
Performance Driver: Efficiency	+	Performance Driver: Effectiveness	+	Performance Driver: Innovation
Knowledge Requirements: <ul style="list-style-type: none"> • Product • Company • Competition • Industry 	+	Knowledge Requirements: <ul style="list-style-type: none"> • Services • Partners • Technology • Strategic Account Management 	+	Knowledge Requirements: <ul style="list-style-type: none"> • Business in General • Systems Thinking • Change Management • Executive Decision Making
Relationship Skills: <ul style="list-style-type: none"> • Listening with Intensity • Probing with Purpose • Presenting Powerfully • Acknowledging Concerns • Negotiating Price 	+	Relationship Skills: <ul style="list-style-type: none"> • Problem Identification • Mediating Differences • Negotiating Win-Win Agreements • Writing with Clarity and Purpose • Coordinating the Team 	+	Relationship Skills: <ul style="list-style-type: none"> • Speaking with Impact • Facilitating Groups • Delegating Responsibility • Orchestrating Partners • Confronting with Integrity
Technical Proficiency: Strong	⬇	Technical Proficiency: Moderate	⬇	Technical Proficiency: “Just Enough”

Each Services Model Requires Alignment with the Appropriate Selling Model

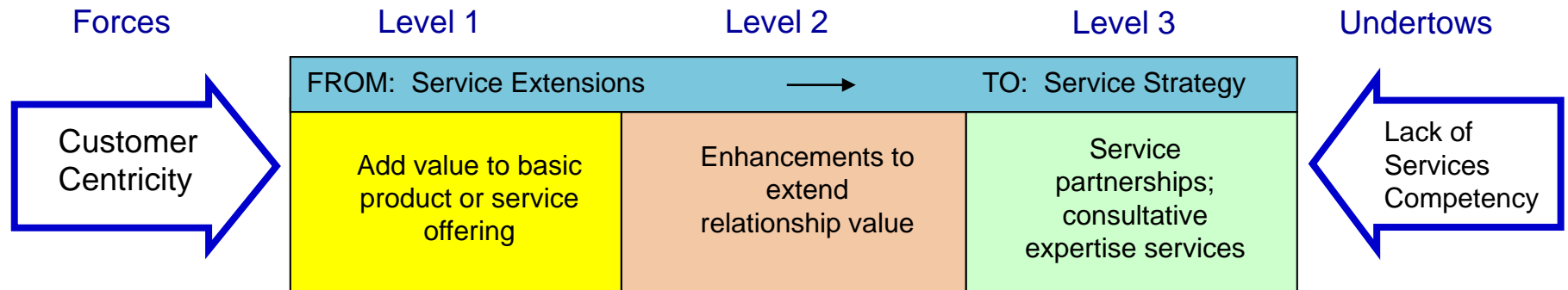
The Three Selling Models



The Three Services Models



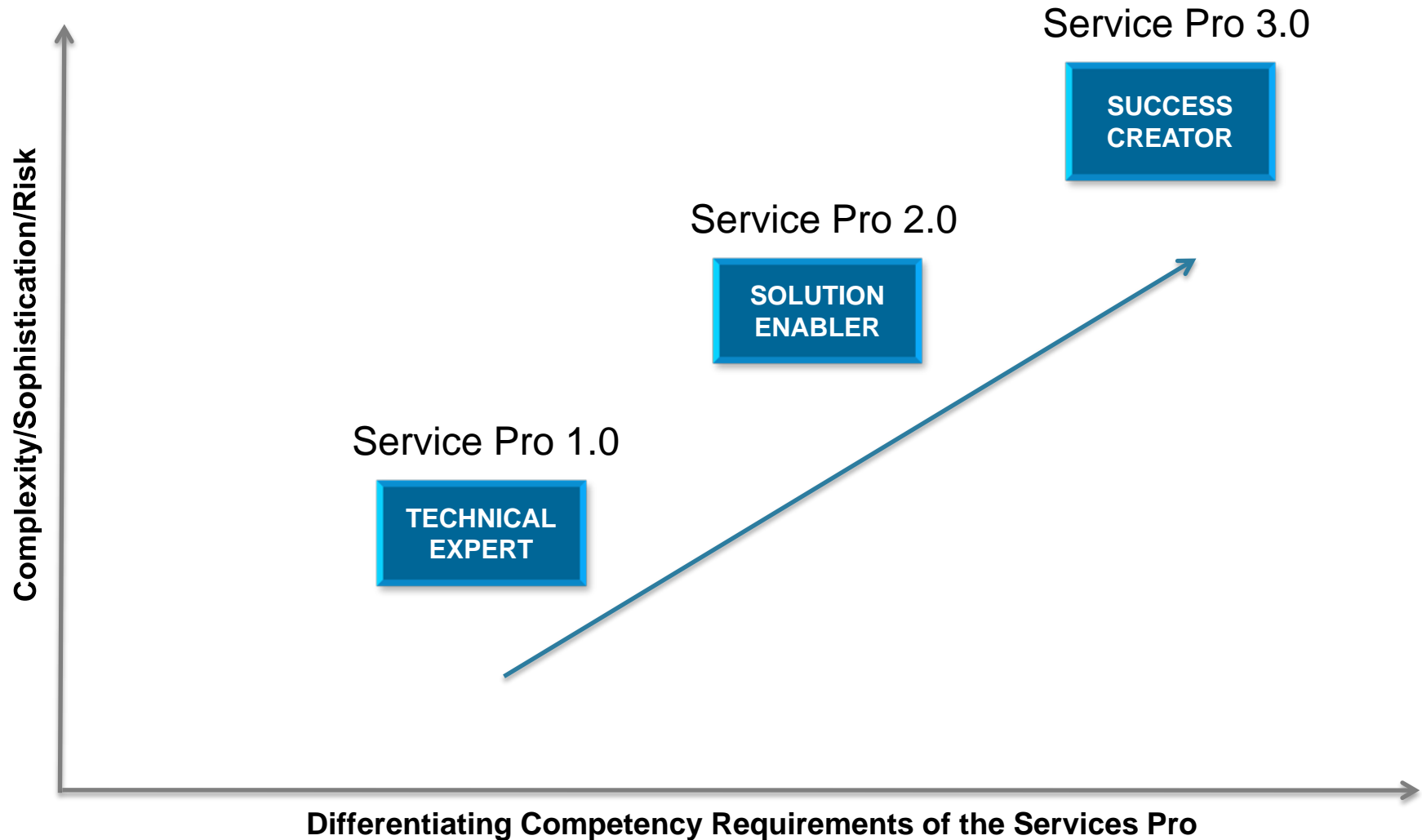
A Core Wave of Change: The Elevation of Services



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.

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The Three Potential Roles of the Services Pro











Service Pro Competency Requirements – Technical Expert

TECHNICAL EXPERT				
Goal: Keep the Customer Responsiveness: Reactive Performance Driver: Efficiency Presence: Professional				
Knowledge Requirements <ul style="list-style-type: none"> • Product • Technology • Services 				
Relationship Skills <ul style="list-style-type: none"> • Listening with Intent • Identifying Problems • Acknowledging Concerns • Responding • Discussing Options • Saying No When Appropriate 				
Technical Proficiency: Strong				

Service Pro Competency Requirements – Solution Enabler

TECHNICAL EXPERT		SOLUTION ENABLER		
Goal: Keep the Customer Responsiveness: Reactive Performance Driver: Efficiency Presence: Professional		Goal: Turn the Customer into a Client Responsiveness: Proactive Performance Driver: Effectiveness Presence: Management		
Knowledge Requirements <ul style="list-style-type: none"> • Product • Technology • Services 		Knowledge Requirements <ul style="list-style-type: none"> • Company • Competition • Industry • Partners • Strategic Account Management 		
Relationship Skills <ul style="list-style-type: none"> • Listening with Intent • Identifying Problems • Acknowledging Concerns • Responding • Discussing Options • Saying No When Appropriate 		Relationship Skills <ul style="list-style-type: none"> • Listening with Intensity • Probing with Purpose • Presenting Powerfully • Utilizing Customer Acumen • Building Trust • Influencing with Integrity 		
Technical Proficiency: Strong		Technical Proficiency: Moderate		

Service Pro Competency Requirements – Success Creator

TECHNICAL EXPERT		SOLUTION ENABLER		SUCCESS CREATOR
Goal: Keep the Customer Responsiveness: Reactive Performance Driver: Efficiency Presence: Professional		Goal: Turn the Customer into a Client Responsiveness: Proactive Performance Driver: Effectiveness Presence: Management		Goal: Turn the Client into a Champion Responsiveness: Predictive Performance Driver: Innovation Presence: Executive
Knowledge Requirements <ul style="list-style-type: none"> • Product • Technology • Services 		Knowledge Requirements <ul style="list-style-type: none"> • Company • Competition • Industry • Partners • Strategic Account Management 		Knowledge Requirements <ul style="list-style-type: none"> • Business in General • Systems Thinking • Change Management • Executive Decision Making
Relationship Skills <ul style="list-style-type: none"> • Listening with Intent • Identifying Problems • Acknowledging Concerns • Responding • Discussing Options • Saying No When Appropriate 		Relationship Skills <ul style="list-style-type: none"> • Listening with Intensity • Probing with Purpose • Presenting Powerfully • Utilizing Customer Acumen • Building Trust • Influencing with Integrity 		Relationship Skills <ul style="list-style-type: none"> • Orchestrating the Team • Collaborative Contracting • Predicting with Power • Negotiating Mutual Success • Speaking with Pizazz
Technical Proficiency: Strong		Technical Proficiency: Moderate		Technical Proficiency: “Just Enough”

Which Services Pro Level Is Right For You?

- **Go With Your Gut:** Use your experience to make the call.
 - Things simple and stable? The Technical Expert is able.
 - Situation more complex? The Solution Enabler is best.
 - High risk and high stakes? The Success Creator is what it takes.

Or...

- **Invest a Few Bucks to Do It Right:**
 - Initiate a “Services Pro 3.0” Readiness Review to get unbiased facts.
 - And/or take our two-day Services 3.0 workshop.

Want to Take Your Services Pros from 2.0 to 3.0?

- *NEW!* Two-day “Services Pro 3.0” workshop for leaders of all customer-facing services functions:
 - [December 6 & 7 in Orlando](#)
- Alex’s book [*Brilliant Customer Success*](#)
- Complimentary Articles:
 - [Service Pro 3.0: The New Corporate Rock Star](#)
 - [Sales Pro 3.0: The Evolution of Influence](#)

Want to Take Your Services Pros from 1.0 to 2.0?

- Two-day Strategic Account Management workshops:
 - [September 12 & 13 in Denver](#)
 - [December 4 & 5 in Orlando](#)
- Alex's book [*Seriously Selling Services*](#)
- Complimentary Tools:
 - Articles, performance tools, and links to past webinars available at <http://www.alexanderstrategists.com/>.

Q & A



Thank You!

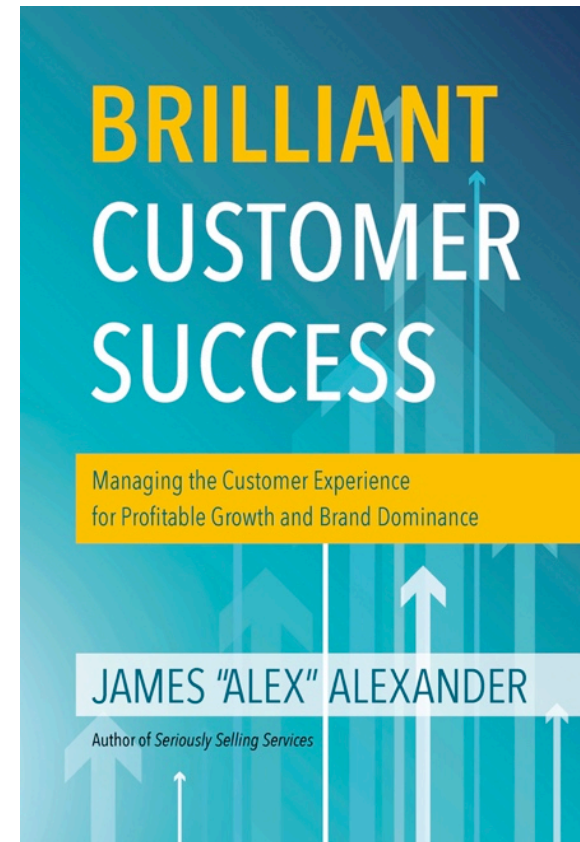
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