

BUILDING BRILLIANT RESIDENT ENGINEERS



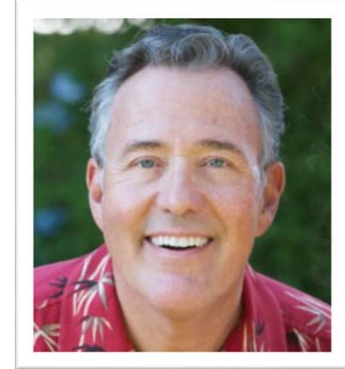
James Alexander

December 12, 2013

ABOUT SERVICE STRATEGIES

- A global *Service Improvement Company* focused on the technology services marketplace.
- Offerings include consulting, training, standards.
- Standards and certification programs for:
 - Professional Services Organizations
 - Technical Support Organizations
 - Field Service Organizations
 - E-Service
- Career development and training programs for professionals working in the service organization.

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 helping product companies build brilliant services).
- Business partner with Service Strategies.
- The services pundit for IBM’s 2003 Global Services Headlights program.
- Served for six years as AFSMI’s (global services non-profit association) as VP of Pro Services.
- E-business subject-matter expert for the four-year duration of the U.S. Commerce Department’s Inter-American E-Business Fellowship Program.
- Has been designing training and learning systems for 19 years.
- Averages 4.7 on a 5.0-point scale from participants of the programs he develops and delivers.

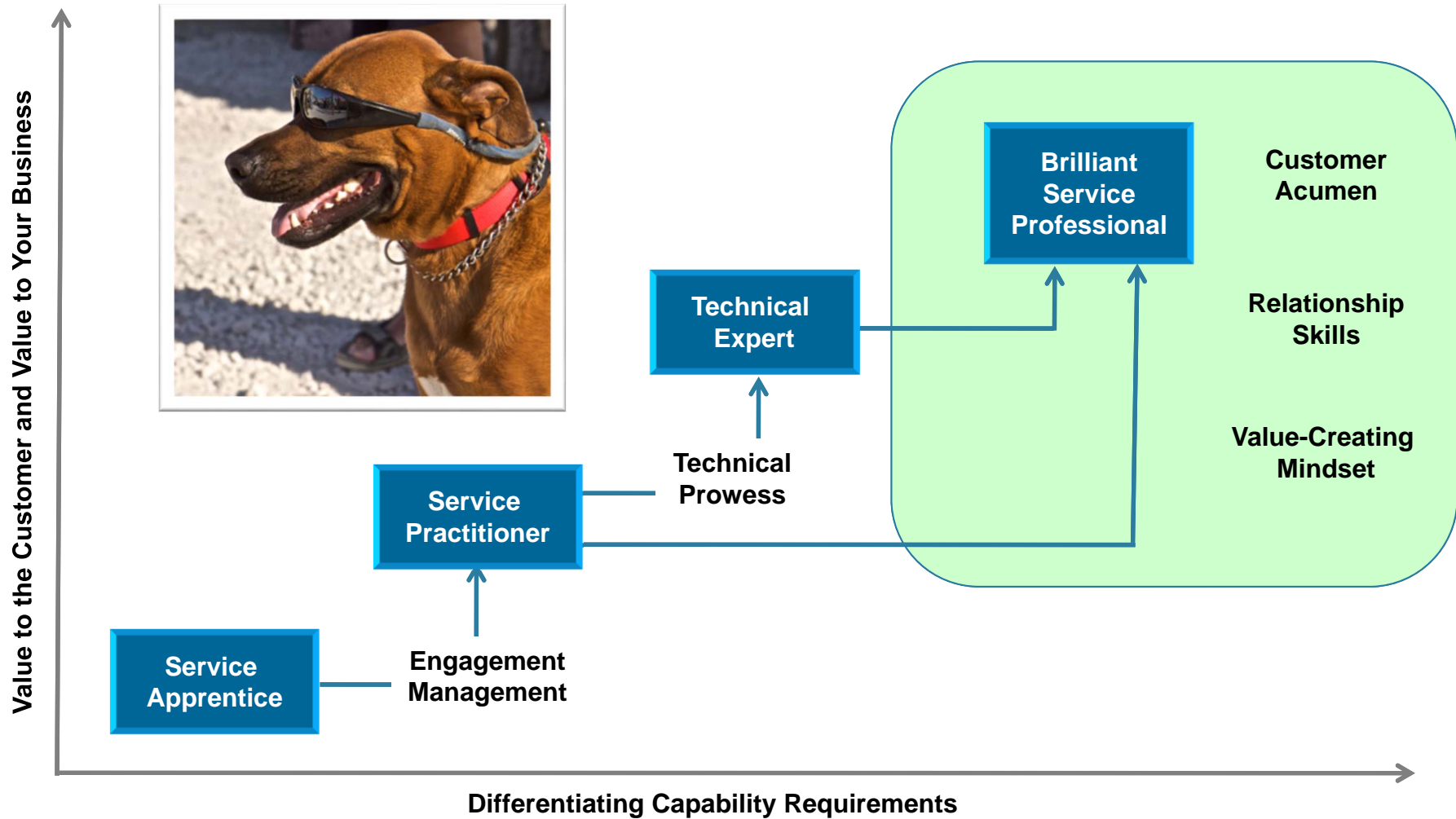
WEBCAST TOPICS

- Just what is an RE anyway?
- Why is the value-adding potential of this role so huge?
- What do brilliant REs do that others don't do?
- What are the special challenges of “living with the in-laws?”
- What are the steps to transitioning to brilliant RE performance?

SURVEY

1. What do you call the people we are referring to as “resident engineers?”

THE NEW SERVICE PROFESSIONAL CONTINUUM



SURVEY

2. What are your top issues when it comes to managing them?

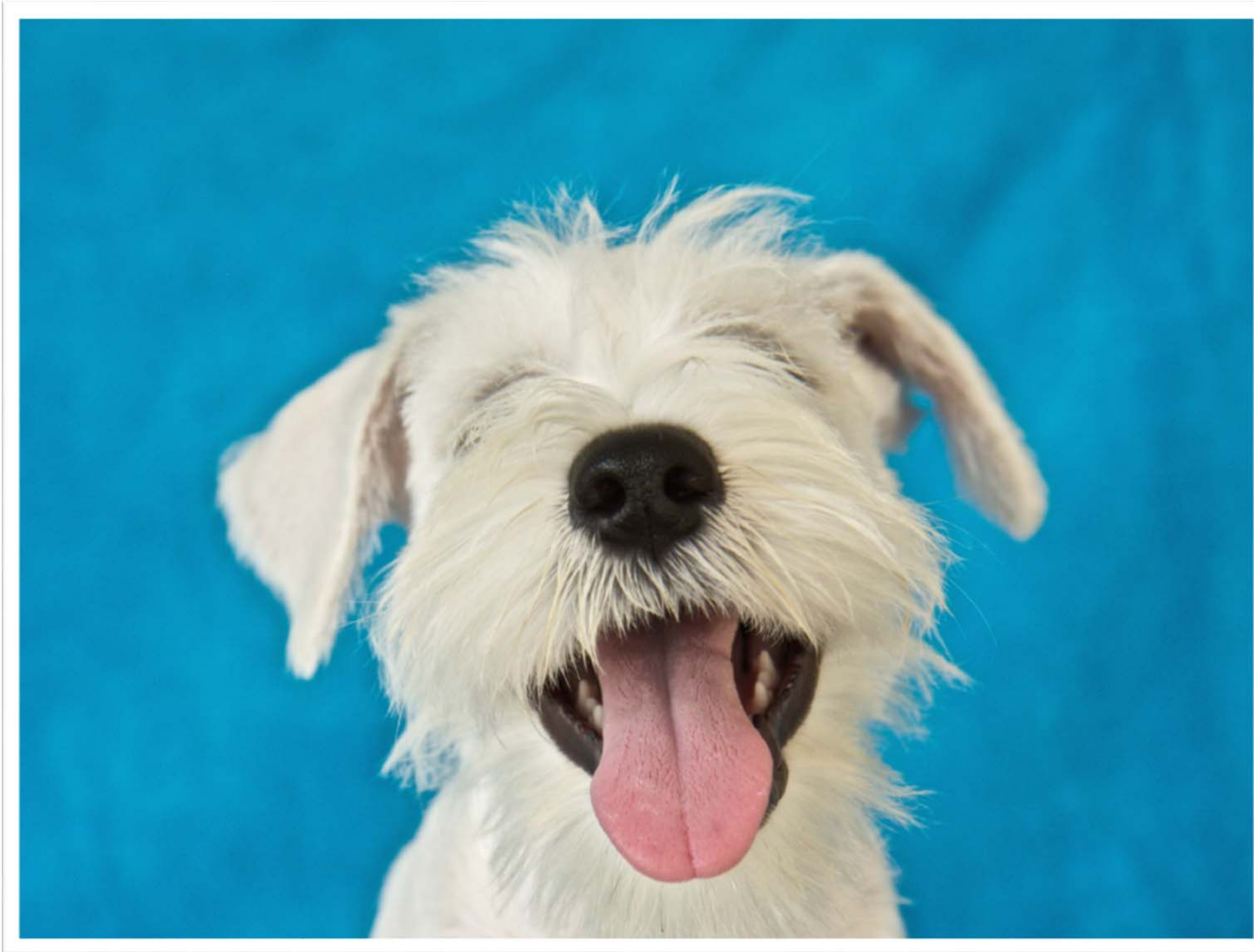
LOOK AT THINGS FROM A DIFFERENT ANGLE



A CHANCE TO CARRY A BIGGER STICK



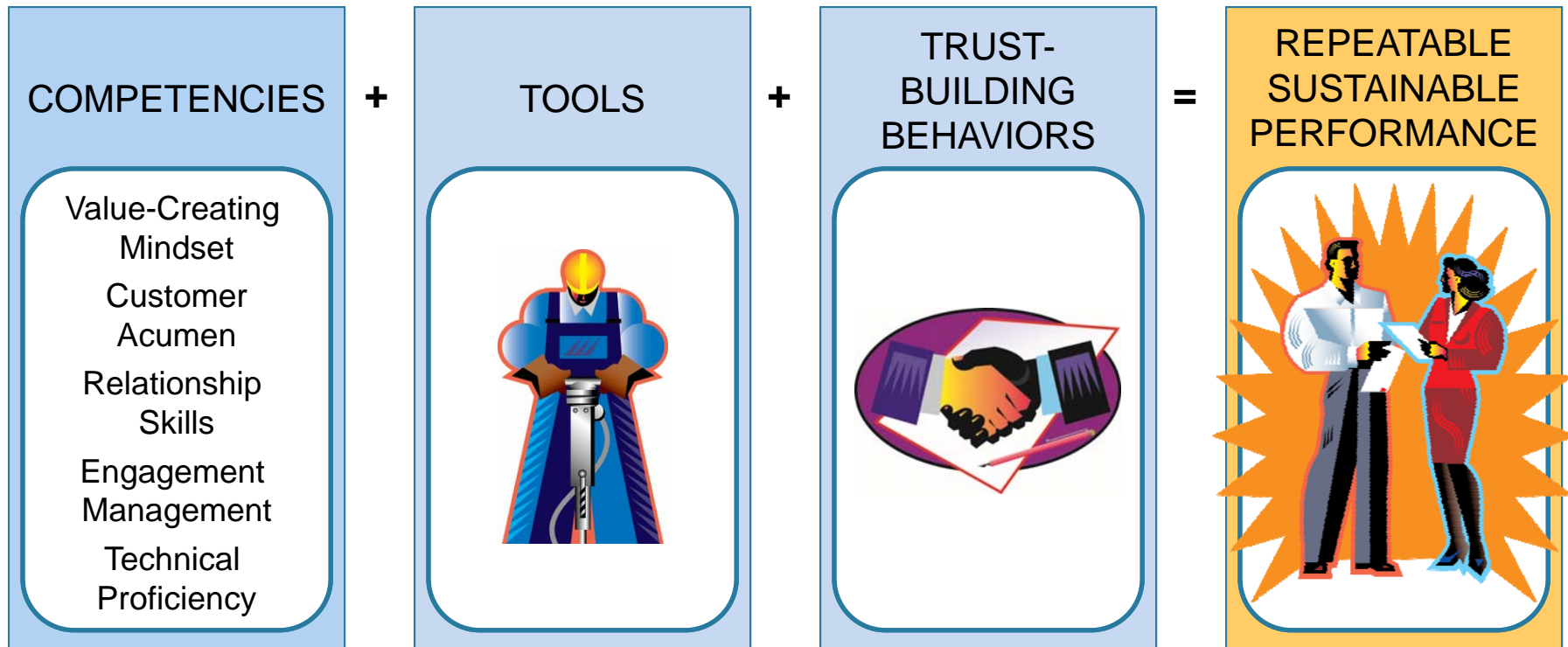
AN OPPORTUNITY TO HAVE MORE FUN



FROM TRADITIONAL SERVICE PROVIDER TO BRILLIANT SERVICE PROFESSIONAL

Reactive _____ + _____ Proactive
Tactical _____ + _____ Strategic
Control _____ + _____ Collaborate
Value Adder _____ + _____ Value Creator
Technical Acumen _____ + _____ Customer Acumen
Professional Trust _____ + _____ Personal Trust
Good Communication Skills _____ → Great Communication Skills

ATTRIBUTES OF THE BRILLIANT SERVICE PROFESSIONAL



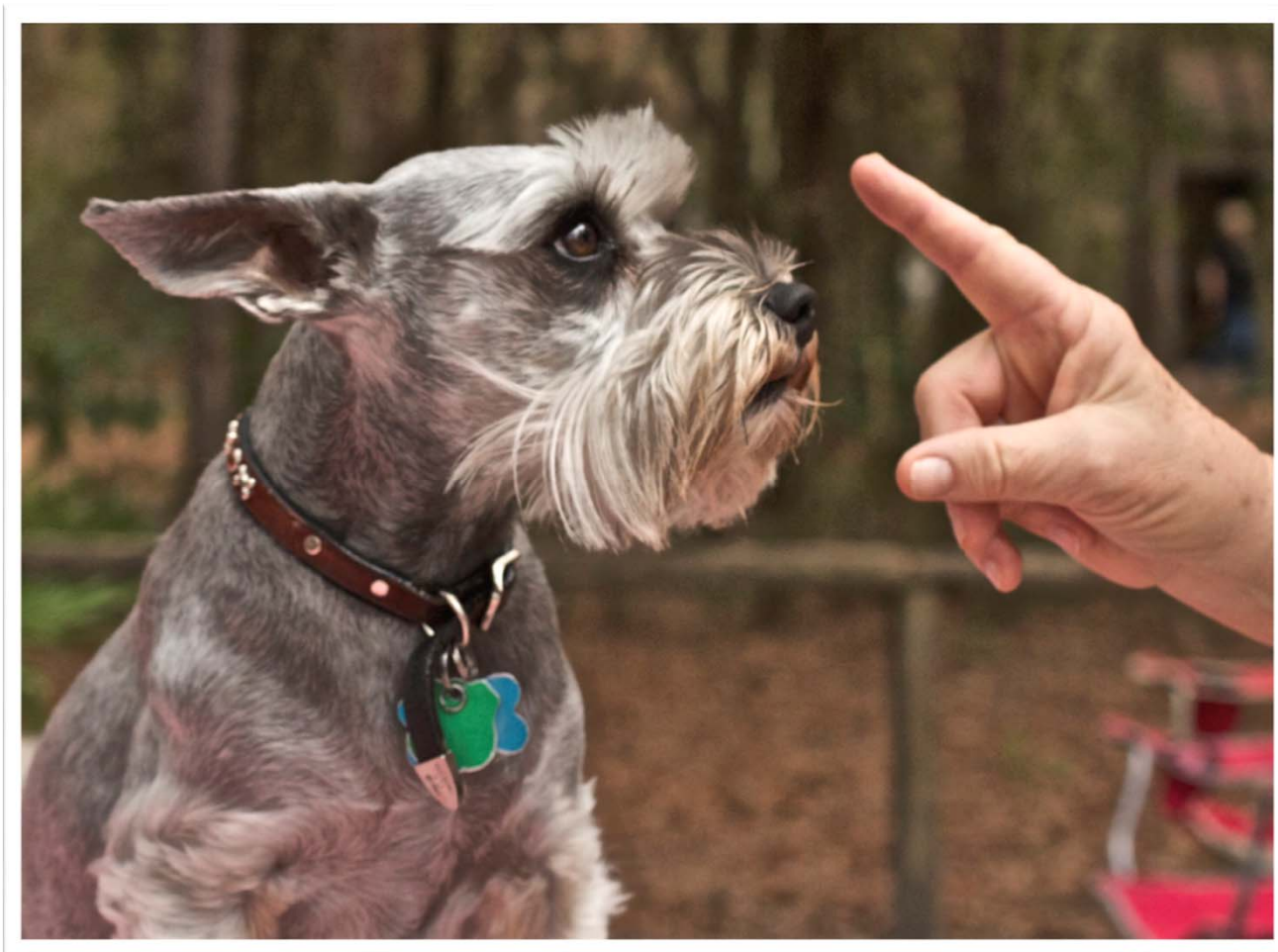
YOUR BRILLIANT RES ARE SEEN AS ROCK STARS



NOWHERE TO HIDE



EXPECT SUBSERVIENCE



FORGET WHICH LITTER THEY CAME FROM



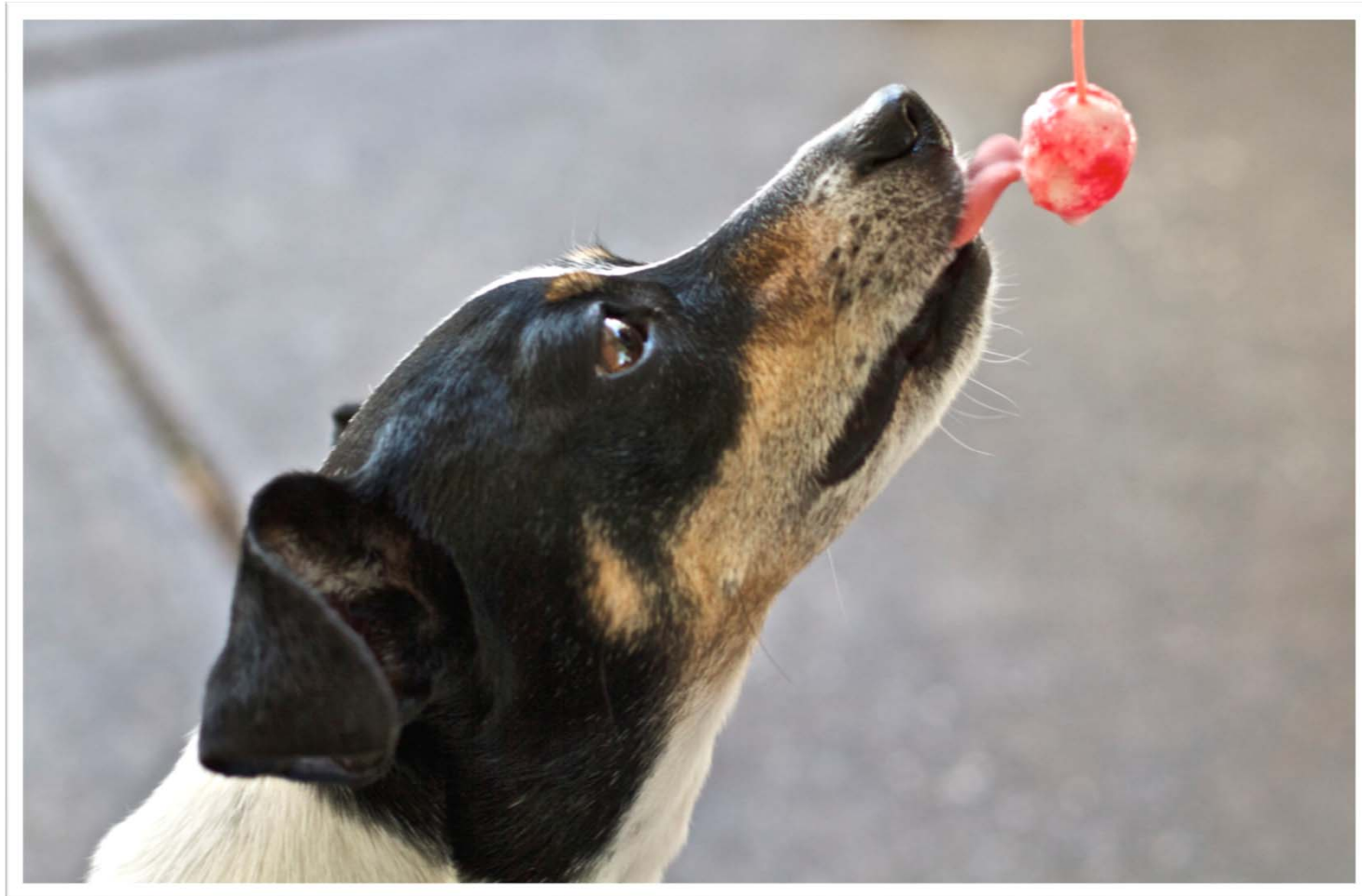
RE EFFECTIVENESS: SELECT THE NUMBER THAT BEST DESCRIBES YOUR RE ORGANIZATION TODAY

	STRONGLY DISAGREE			STRONGLY AGREE	
1. Resolution: Our REs facilitate solving customer problems quickly and often avoid problems through being proactive.	1	2	3	4	5
2. Retention: Our REs create loyal accounts.	1	2	3	4	5
3. Revenue: Our REs actively support getting more business.	1	2	3	4	5
4. Relationships: Our REs broaden and deepen key account relationships that block out the competition.	1	2	3	4	5

SURVEY

3. What do you want them to do differently?

FIND THE LOW-HANGING FRUIT



WANT MORE INFO ON SERVICE ACCOUNT MANAGEMENT?

Go to [SAM CENTRAL](#) to read Alex's articles, listen to past recorded webcasts, and download updated and enhanced information about improving the performance of your SAMs.

Call David or Troy at Service Strategies, 858-674-6791, regarding public or tailored training or SAM assessments or consulting.

JOIN US

- **January 13-15**

Becoming the Brilliant Resident Engineer

Public workshop in sunny Orlando

[CLICK TO REGISTER](#)

- **February 26-27**

NEW and IMPROVED

Account Management for Support

Public workshop in usually sunny Houston

[CLICK TO REGISTER](#)

BECOMING THE BRILLIANT RE TRAINING AGENDA

Introduction: The Marvelous Services Opportunity

Module One: The Transformation from Technical Expert to Trusted Advisor

Module Two: It's All About Trust

Module Three: Building Customer Acumen

Module Four: Mastering the Four Core Relationship Skills

Module Five: Influencing with Integrity

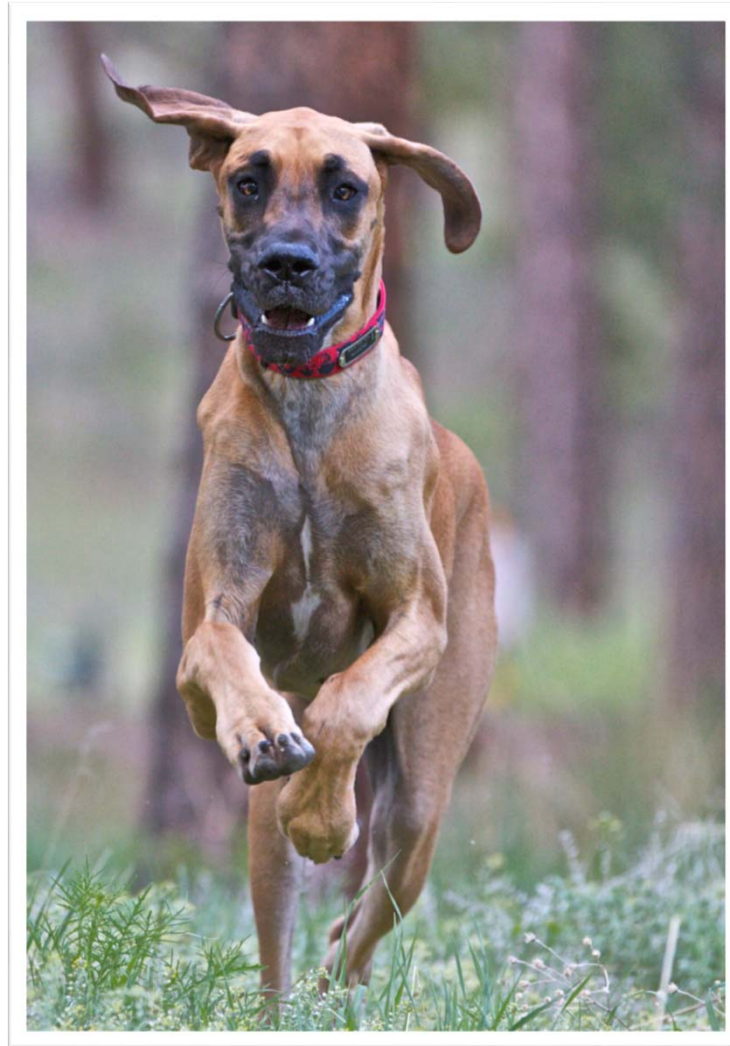
Module Six: Managing Expectations

Module Seven: Managing Your Time for Peak Performance

Module Eight: Making Effective Technical Presentations

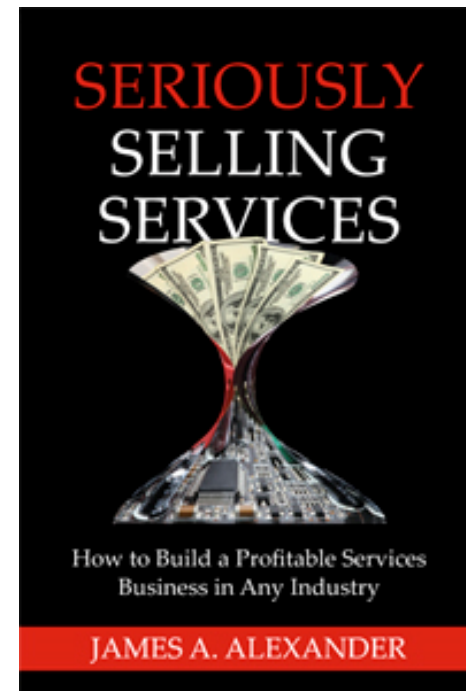
Module Nine: Mobilizing Your Personal Plan of Distinction

Q&A



CONTACT INFORMATION

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Webinar Hosted by



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