

WHAT BRILLIANT TECHNOLOGY CONSULTANTS DO THAT GOOD ONES DON'T



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**
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 - **The Service Capability & Performance (SCP) Standards**
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YOUR FACILITATOR:

JAMES “ALEX” ALEXANDER



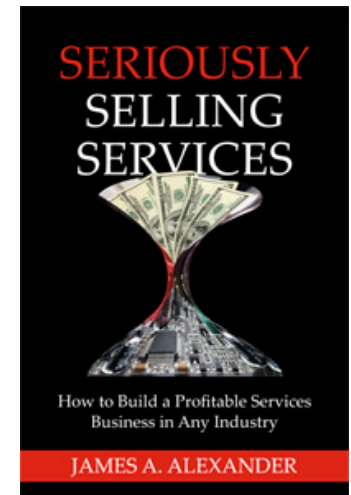
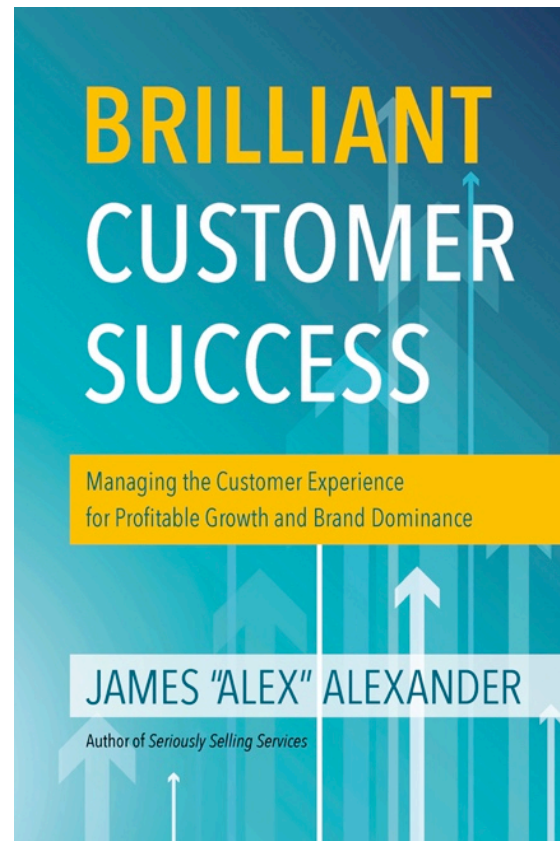
Education:

- 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 long-time 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.

RESEARCHED BASED...FIELD PROVEN



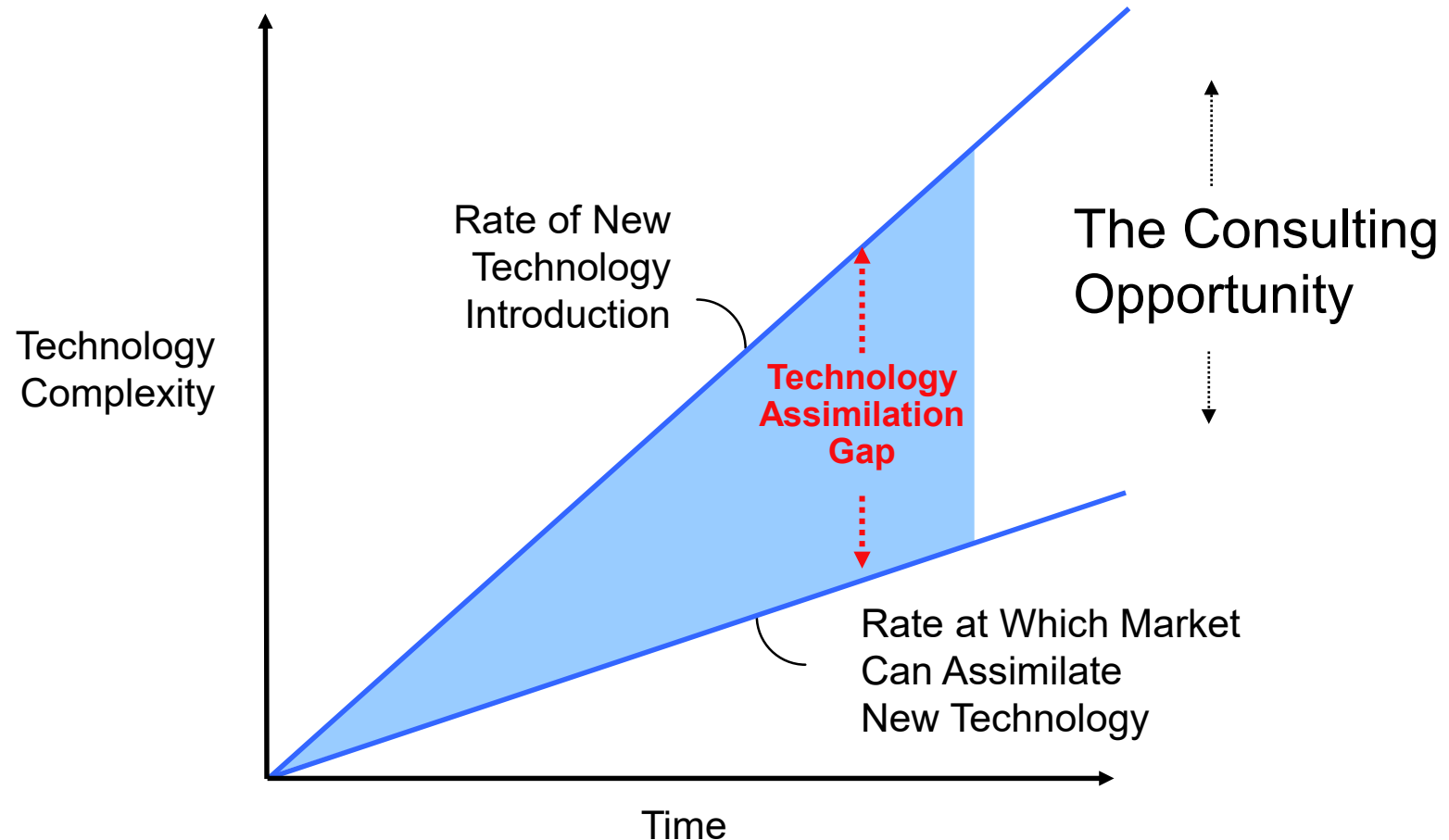
A FEW CLIENTS



THE MARVELOUS CONSULTING OPPORTUNITY



THE TECHNOLOGY ASSIMILATION GAP



Source: Dataquest (Developed by Bob Johnson).

IT'S ALL ABOUT TRUST



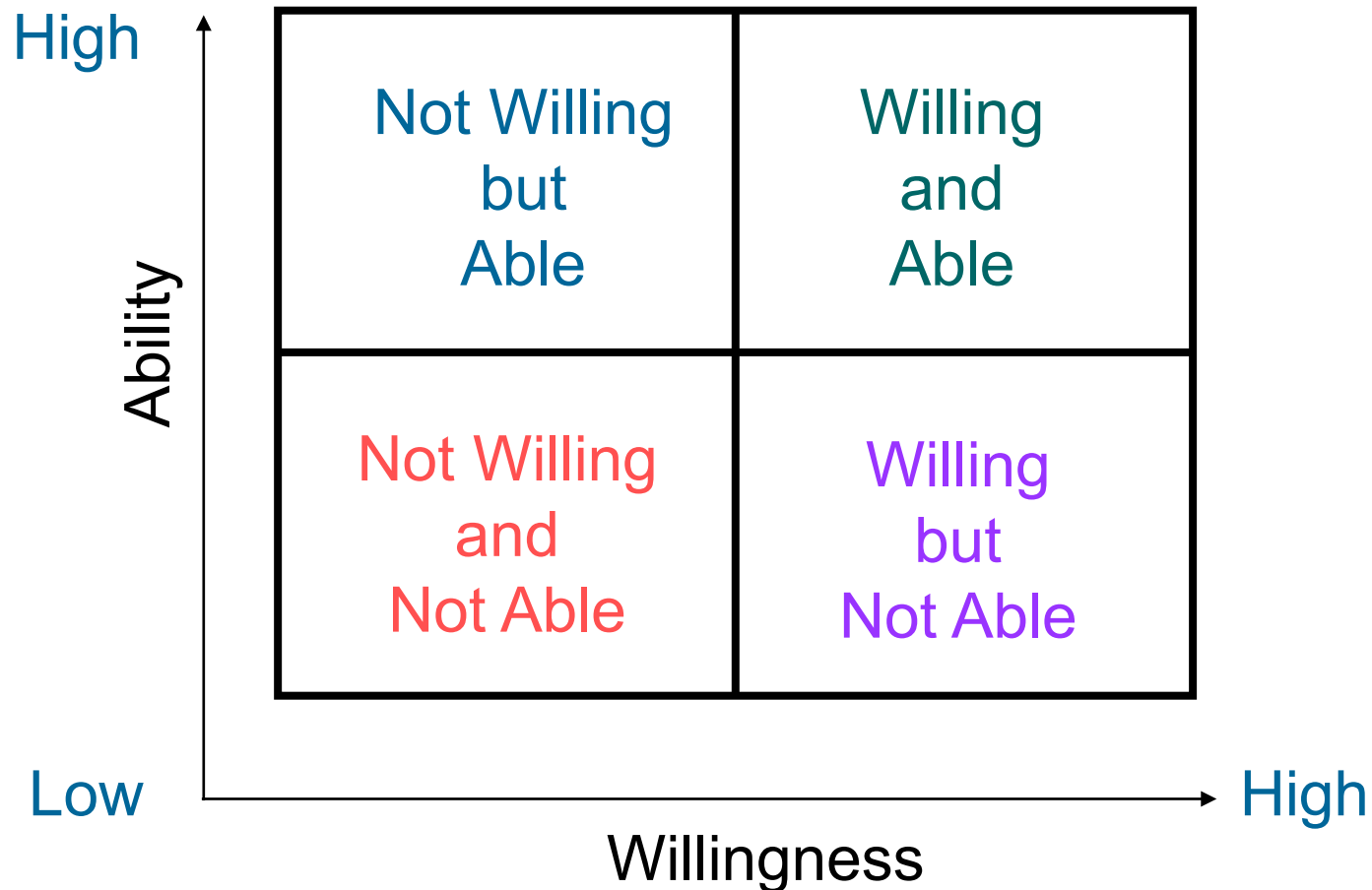
FROM TRADITIONAL SERVICE PROVIDER TO BRILLIANT SERVICES PRO

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

STATION BREAK: WHERE ARE YOUR TECHNOLOGY CONSULTANTS TODAY?

| | |
|----------------------|----------------------------|
| 1 2 3 4 5 6 7 8 9 10 | PROACTIVE |
| 1 2 3 4 5 6 7 8 9 10 | STRATEGIC |
| 1 2 3 4 5 6 7 8 9 10 | COLLABORATE |
| 1 2 3 4 5 6 7 8 9 10 | VALUE CREATOR |
| 1 2 3 4 5 6 7 8 9 10 | CUSTOMER ACUMEN |
| 1 2 3 4 5 6 7 8 9 10 | PERSONAL TRUST |
| 1 2 3 4 5 6 7 8 9 10 | GREAT COMMUNICATION SKILLS |

REALITY CHECK: WILLINGNESS AND ABILITY



BRILLIANT CONSULTANT DIFFERENTIATORS: 4 STEPS TO GREATNESS

1. Repair the Despair.
2. Advance the Romance.
3. Compress the Success.
4. Expand the Brand.



STEP 1: REPAIR THE DESPAIR

The psychological agreement with the client is just as important as a written agreement—in most cases probably more important!



PERSONAL CONTRACTING MEETING: MANAGING EXPECTATIONS AND NEGOTIATING BOUNDARIES

Engage with the customer to reach mutual agreement upon:

1. Anticipated results of the engagement.
2. Engagement scope.
3. Assumptions.
4. How success will be measured along the way.
5. What you will do and will not do.
6. What the customer will do and will not do.
7. Precise working arrangements.
8. Methods and frequency of communicating.
9. Probable potholes along the path and ways to minimize the bumps.
10. Dealing with changes in scope.

STEP 2: ADVANCE THE ROMANCE



STEP 3: COMPRESS THE SUCCESS



STEP 4: EXPAND THE BRAND



LEADERSHIP RESPONSIBILITIES

1. Persuasion Equation
2. Performance Conformance
3. Education Inspiration



Q & A



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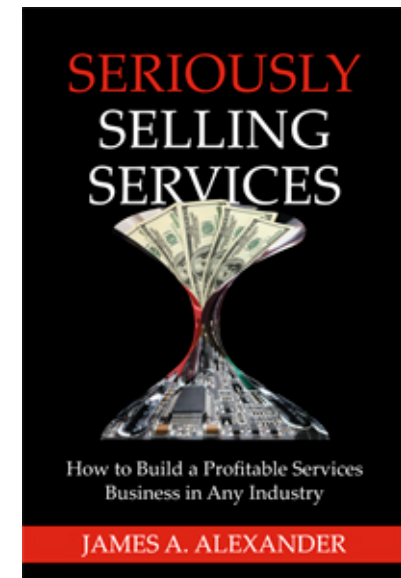
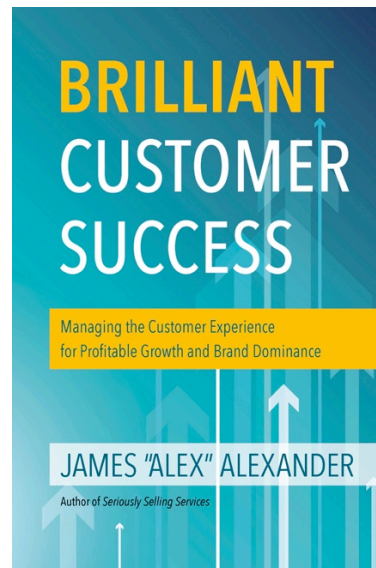
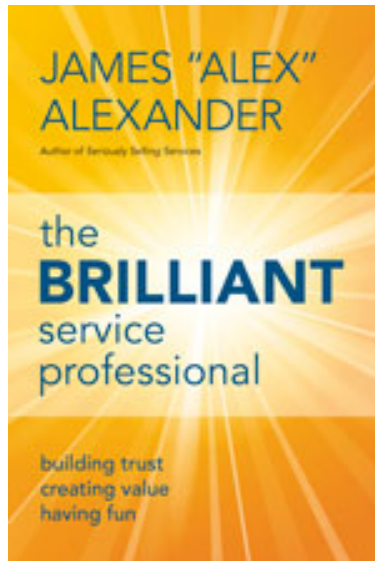
THANK YOU!

alex@alexanderstrategists.com

239-671-0740

www.alexanderstrategists.com

LinkedIn: servicespundit



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www.servicestrategies.com

info@servicestrategies.com

858-674-4864 – Corporate

800-552-3058 – Toll Free