

# BRILLIANT SAMS SERIOUSLY SELL SUCCESS



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, 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 PRESENTER:

## JAMES “ALEX” ALEXANDER



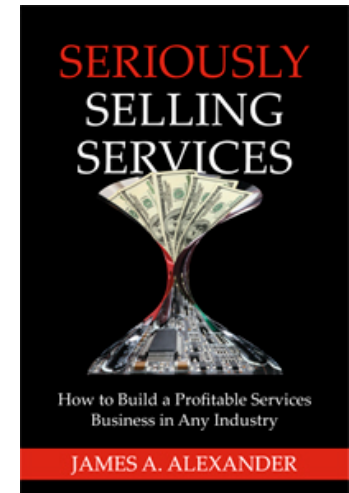
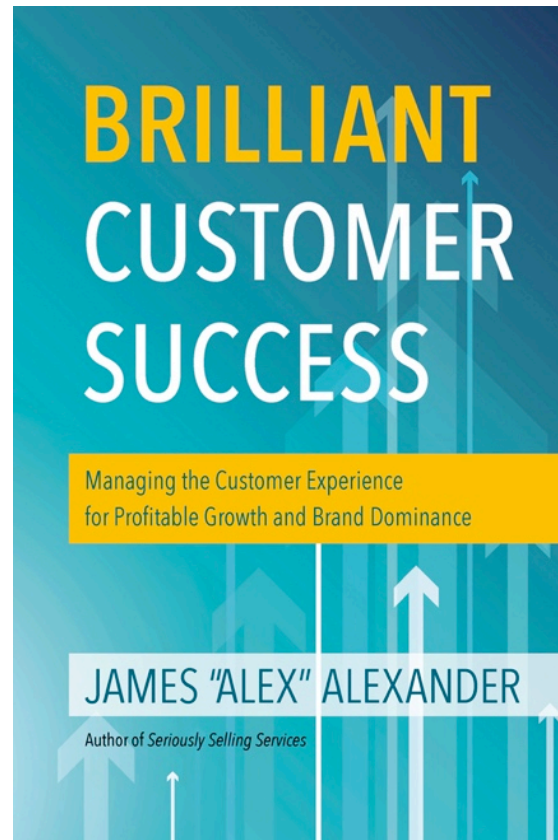
### **Education:**

- 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 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



# TODAY'S TOPICS

- Why selling is a core requirement of top-performing SAMs.
- The when, where, and how of seriously selling success.
- Leading the frontline team to sell success.
- Influencing best practices.



# QUESTION TO PONDER

What words come to mind when you hear the word...

**“SELLING”**

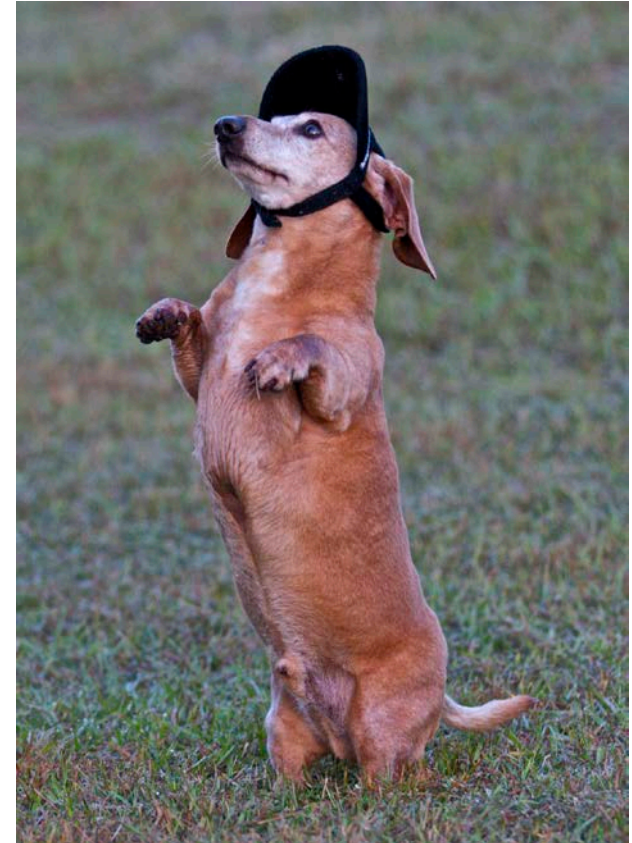


# WHY EVERYONE WHO TOUCHES THE CUSTOMER HAS A ROLE IN PERSUASION

If a customer has an issue that you have the potential to effectively address, you are not acting as a professional unless you try to help him or her.

Whether you call it servicing or consulting, advising or selling, supporting or fixing, the goal is the same—improve the success of the customer.

Professional selling is not about manipulation...it is about influencing with integrity...everybody sells everything.

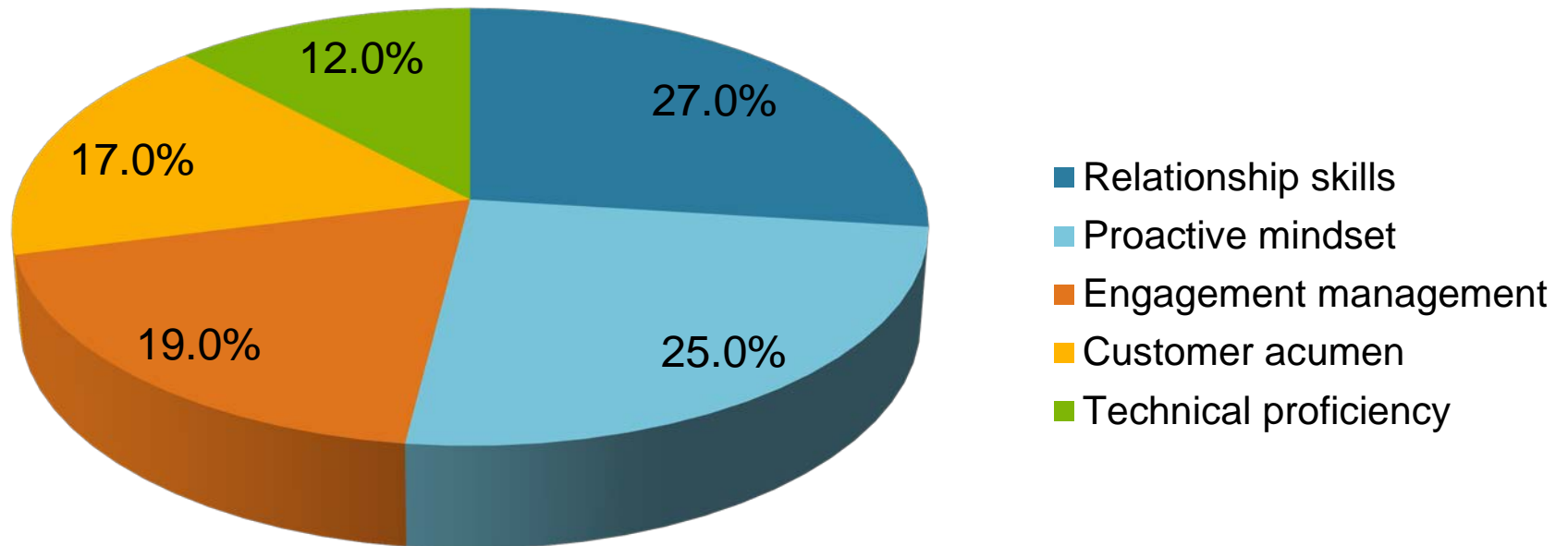




# FROM TRADITIONAL TECHNICAL EXPERT TO BRILLIANT SAM

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

# MOST IMPORTANT CAPABILITIES REQUIRED OF THE CUSTOMER SUCCESS MANAGEMENT TEAM



# BRILLIANT CUSTOMER SUCCESS BEST PRACTICE

## Common Goals and Shared Destiny

**Selling success is a team sport.**



# THE CUSTOMER SUCCESS SIX-PHASE SELLING PROCESS

## EVERYBODY SELLS SUCCESS



### DEFINITIONS:

**Leads:** All the potential buyers for your offering.

**Suspects:** Leads who have expressed an interest in taking action.

**Prospects:** Suspects who meet your qualification standards.

**Customers:** Prospects who have purchased your offerings.

**Clients:** Customers who purchase from you again and again (behavioral loyalty).

**Champions:** Clients who actively promote you (attitudinal loyalty).

# MORE SERIOUSLY SELLING SERVICES BEST PRACTICES

- **Curb the churn:** Qualify not only based upon the probability of getting the sale but on the probability of keeping and growing the account.
- **The sooner the better:** Discuss/develop/decide upon an onboarding plan at time of qualifying.
- **Don't dally:** Introduce services/support personnel to the prospect early in the selling process.



# MORE SERIOUSLY SELLING SUCCESS BEST PRACTICES

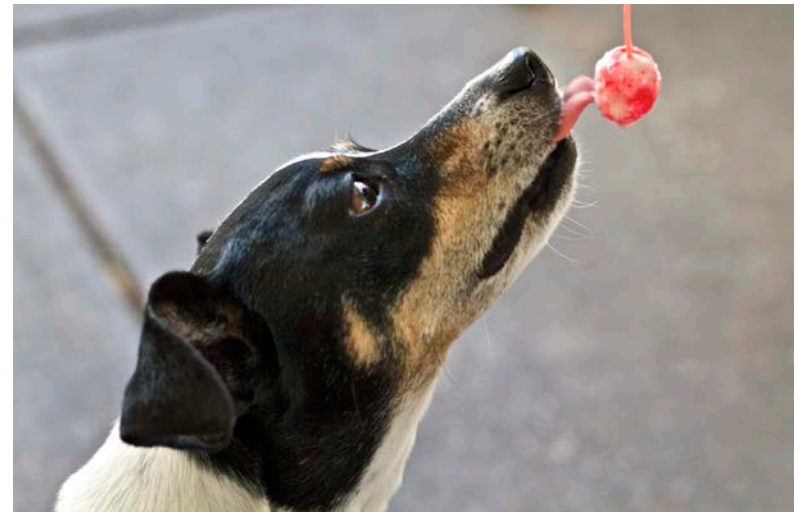
- View customer success as a business strategy, not an organization function.
- Let touchpoint management guide your action during all moments of truth.
- Train all members of the customer success team together on the same core skills. Yet, clearly define the handoffs between each step and who has responsibility.
- Measure the metrics that matter most: retention, growth, customer/employee loyalty, CX, and time to usage, time to value, time to loyalty.
- Get the big dogs off the porch--link executive compensation to customer success performance.



# THE EVOLUTION OF INFLUENCE

Satisfying needs is nice, delivering solutions is good, and talking about outcomes is wonderful, but the best...

**SERIOUSLY  
SELL  
SUCCESS**



# THANK YOU!

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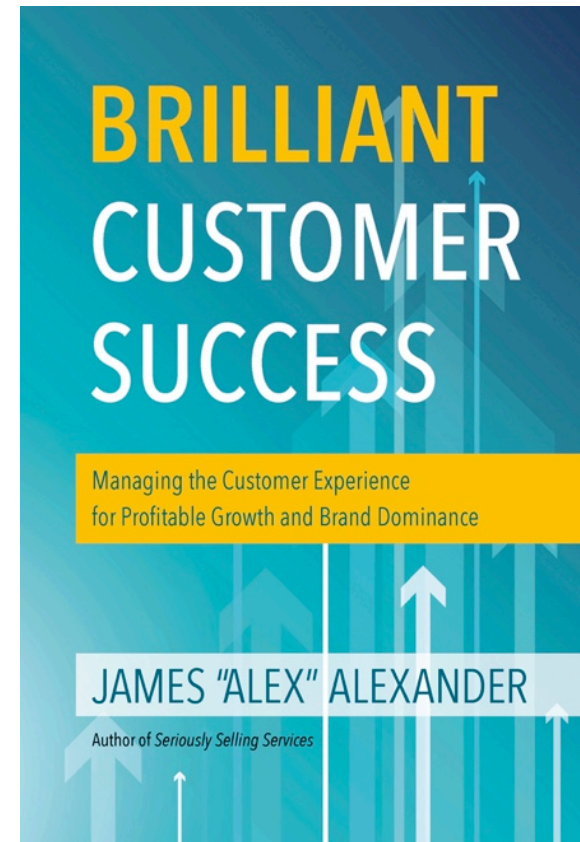
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