

GETTING YOUR SERVICES STRATEGY RIGHT:

Which Path Leads to
Greatness?



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

- 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 focused on building brilliant services businesses within product companies).
- Business partner with Service Strategies.
- Hands-on services consulting (strategy formulation, market intelligence, voice of the customer research, service quality, sales effectiveness, culture change).
- The services pundit for IBM's 2003 Global Services Headlights program.
- Served for six years as AFSMI's (global services non-profit association) 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 selling services in 17 countries.
- Has been designing training and learning systems for 21 years.
- Averages 4.8 on a 5.0-point scale from participants of SSC's *Strategic Account Management* training.

ALEXANDER CONSULTING CLIENTS

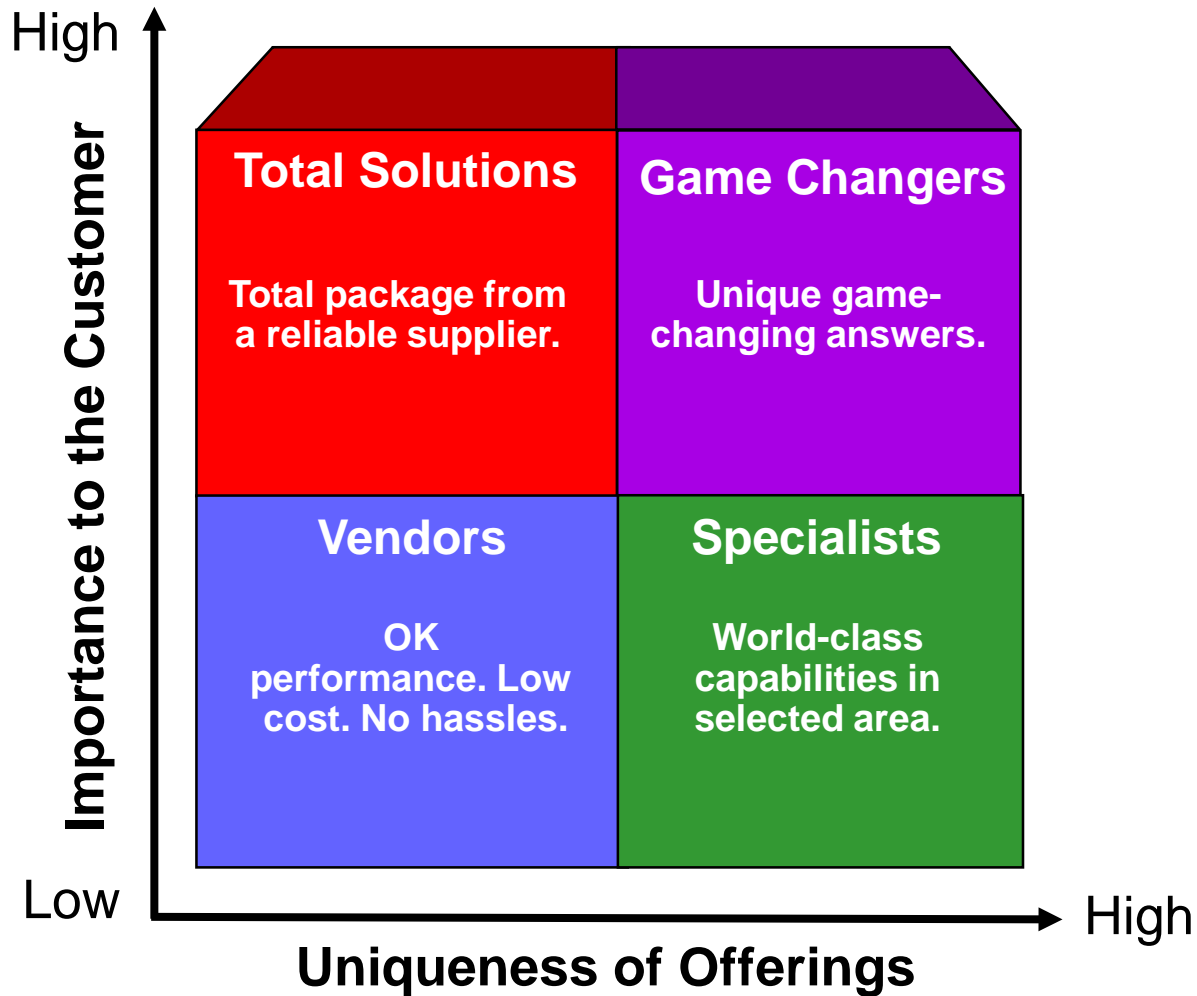


IT'S ALL ABOUT ALIGNMENT



THERE IS NOTHING WORSE THAN DOING SOMETHING REALLY WELL THAT NEVER SHOULD HAVE BEEN DONE IN THE FIRST PLACE.

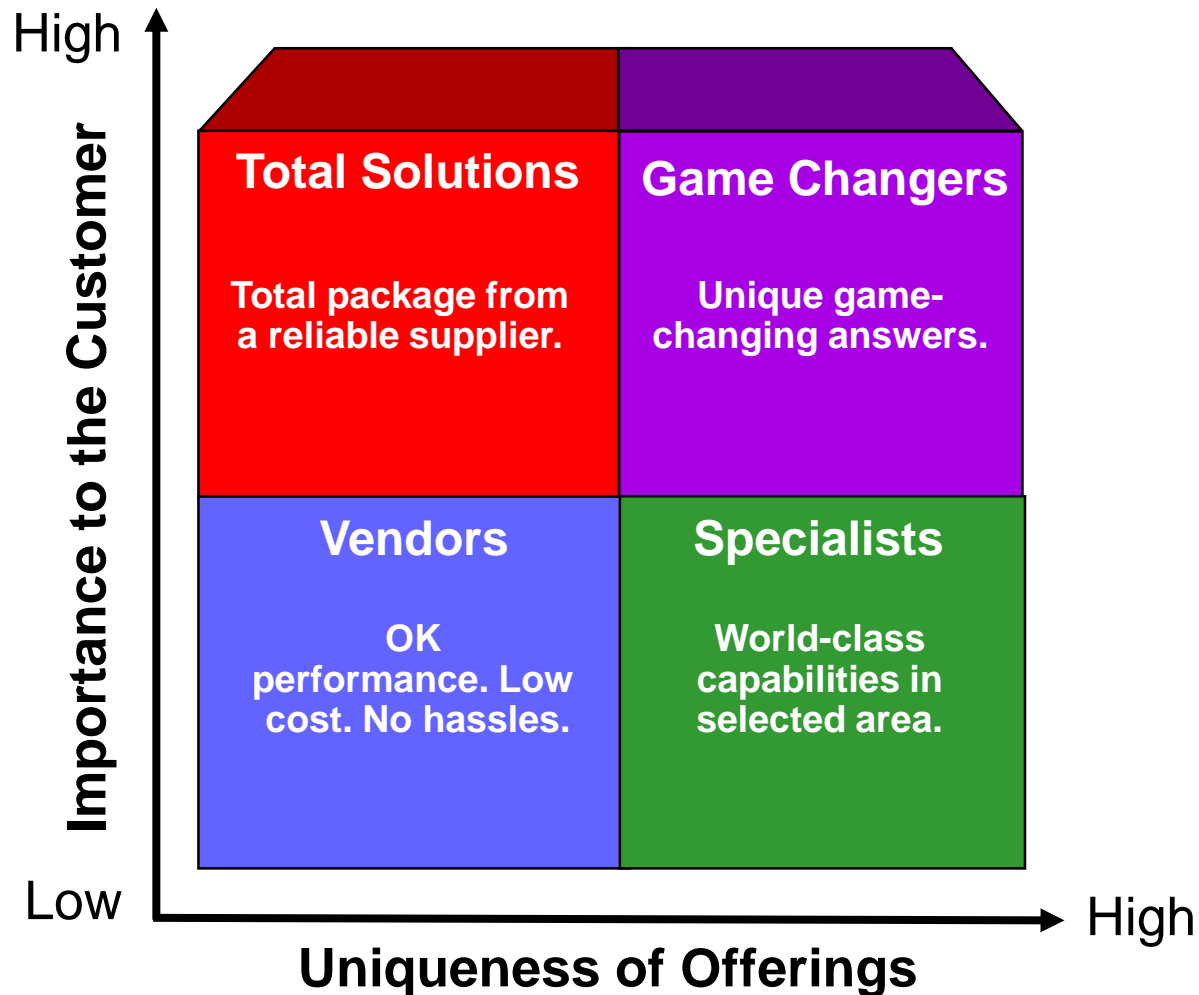
BUSINESS STRATEGY: THE FOUR CHOICES



SURVEY: WHICH STRATEGY WOULD YOUR CUSTOMERS SAY YOUR BUSINESS IS FOLLOWING?

- 1. Vendor**
- 2. Specialist**
- 3. Total Solution Provider**
- 4. Game Changer**

STATION BREAK: WHAT ARE THE IMPLICATIONS FOR YOUR SERVICES BUSINESS?



THREE PATHS TO GREATNESS

The Three Services Strategies



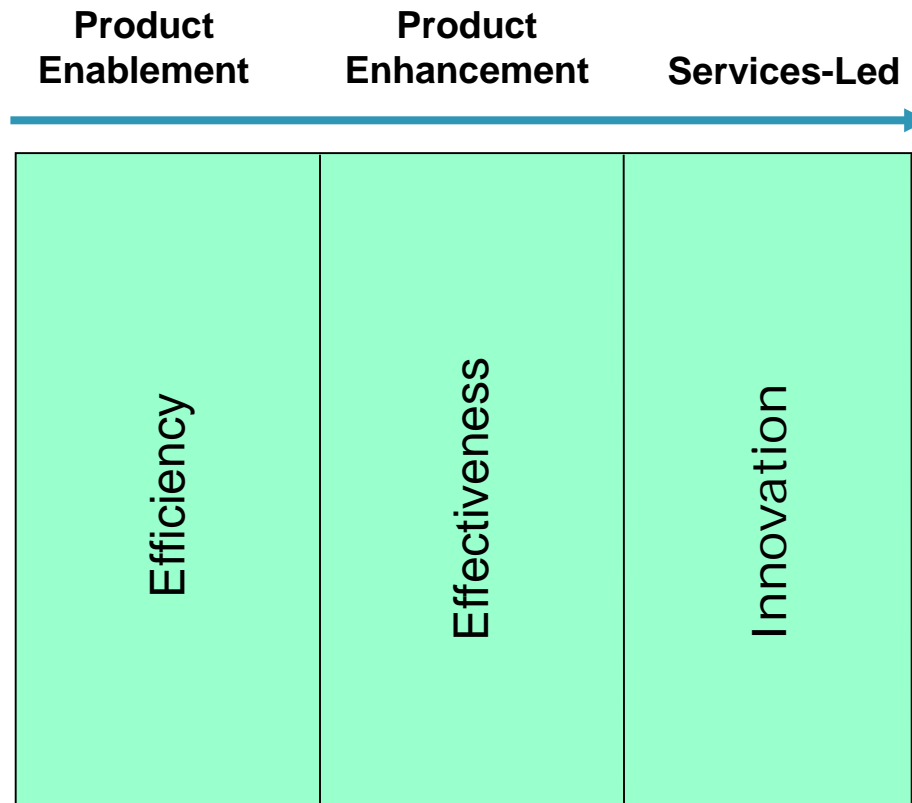
Adapted From: *The State of S-Business*. James A. Alexander. 2002.

SURVEY: WHICH SERVICES STRATEGY ARE YOU FOLLOWING TODAY?

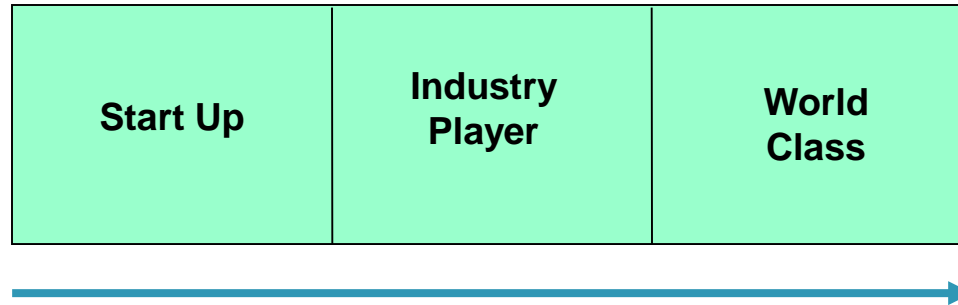
- 1. Product Enablement**
- 2. Product Enhancement**
- 3. Services-Led**

YOUR STRATEGY DETERMINES YOUR PHILOSOPHY

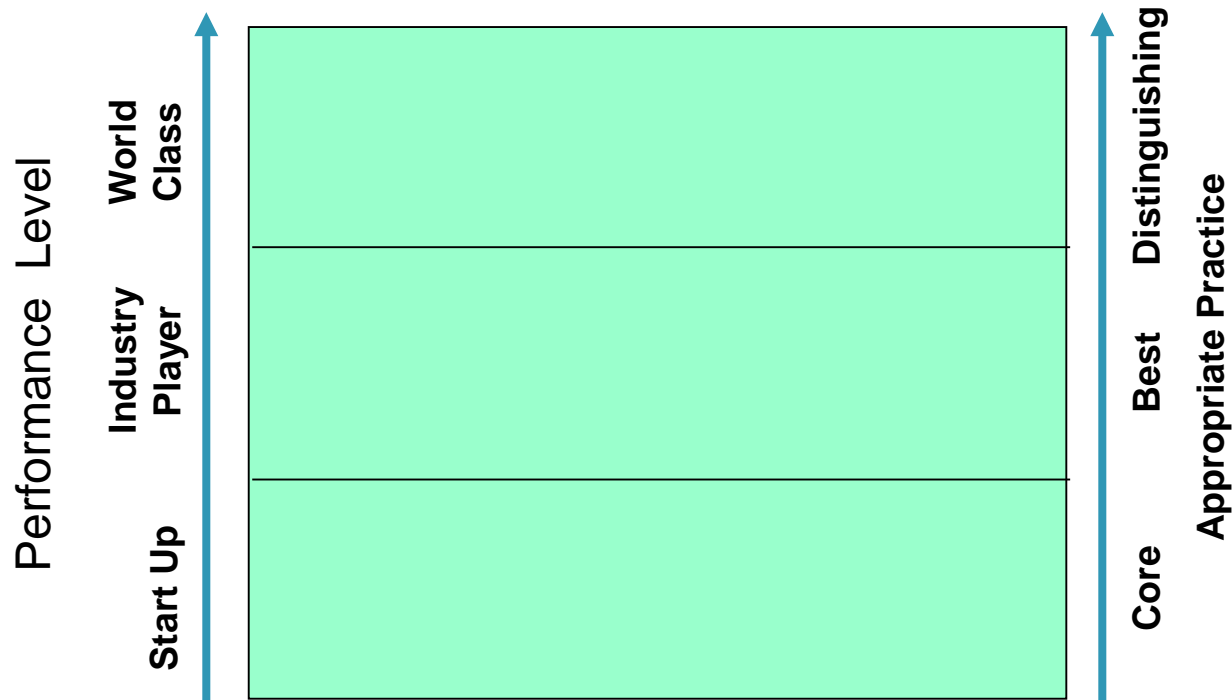
The Three Services Strategies



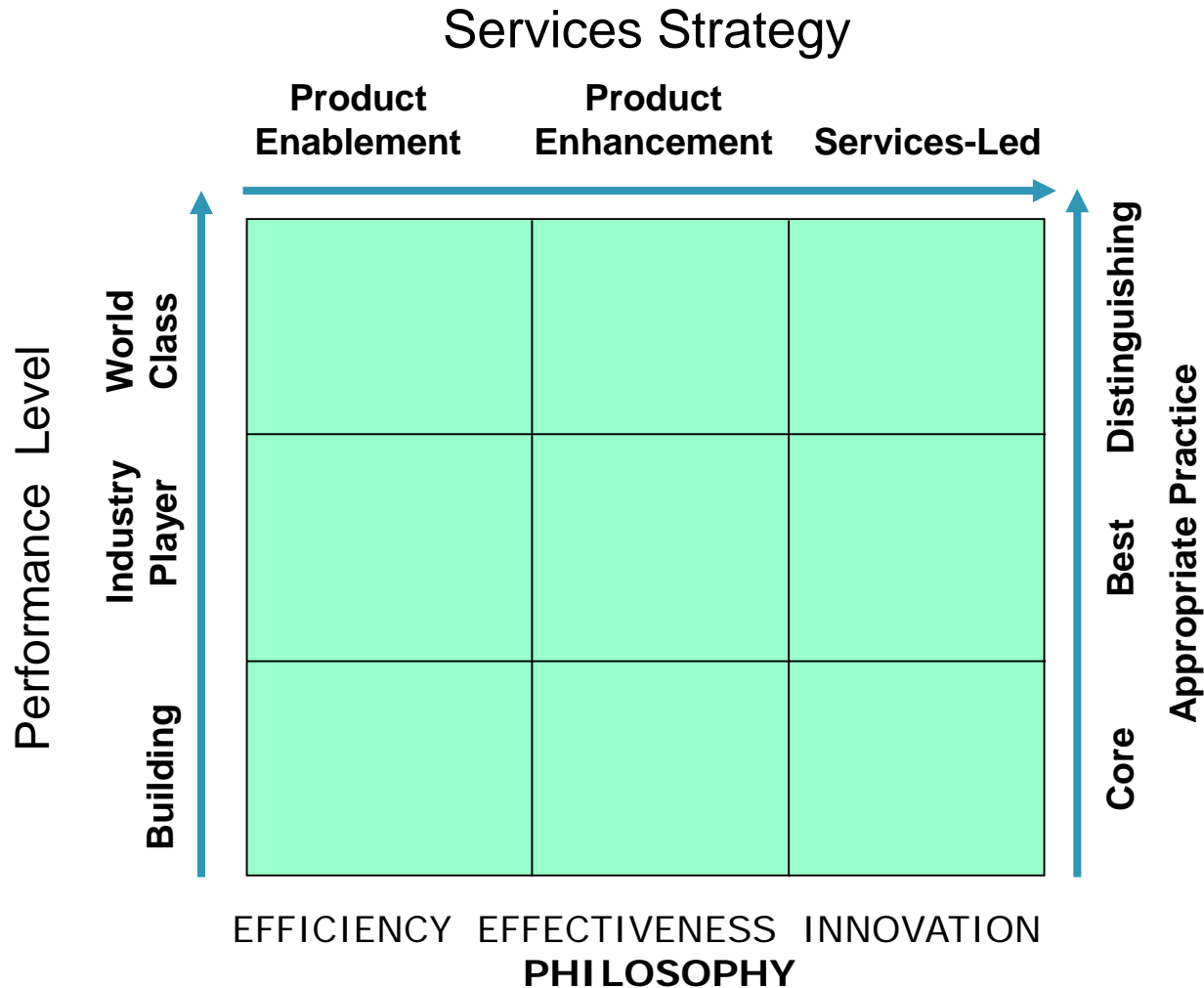
THE THREE PERFORMANCE LEVELS



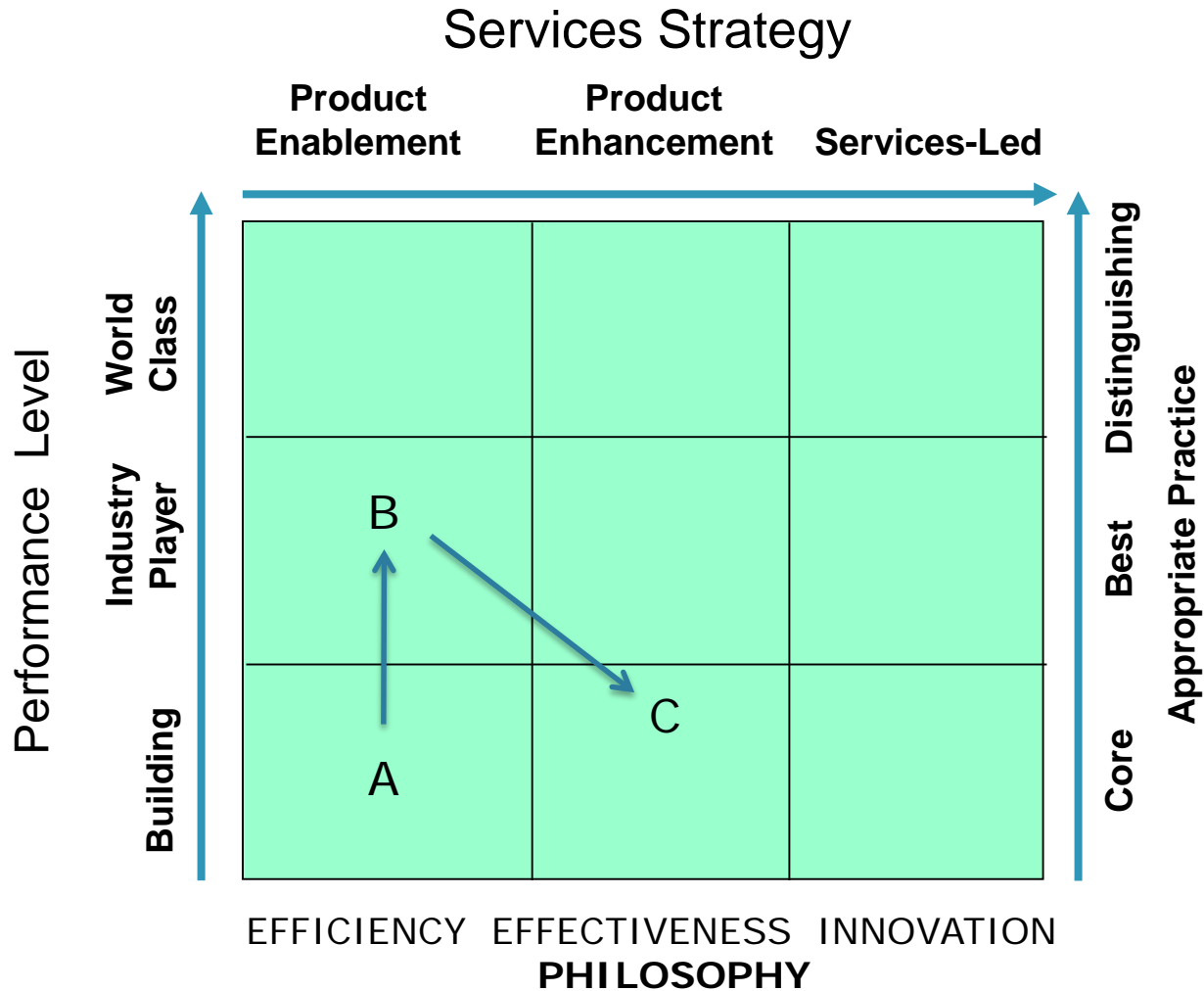
YOUR PERFORMANCE LEVEL DETERMINES THE APPROPRIATE PRACTICES



THE NINE BOXES OF SERVICES STRATEGY



THE NINE BOX EXAMPLE



WANT TO LEARN MORE ABOUT STRATEGY FOR SERVICES?

If you are a services leader, bring your team to this highly interactive, two-day workshop taking place December 10-11, 2014 in San Diego:

“Getting Your Services Strategy Right: Which Paths Lead to Greatness?”

Or, read these two articles on strategy:

1. [“Business Strategy: The Four Choices”](#)
2. [“Three Paths to Greatness: Which Services Strategy Is Right for You?”](#)

Or, Call David or Troy at Service Strategies: 858-674-6791.

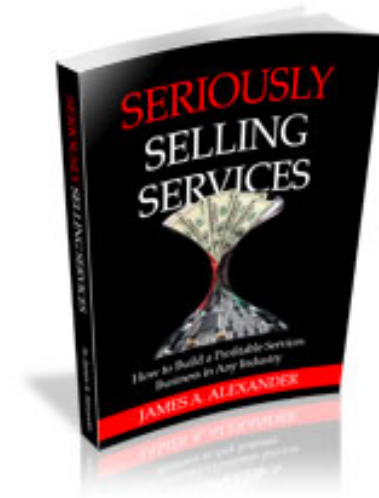
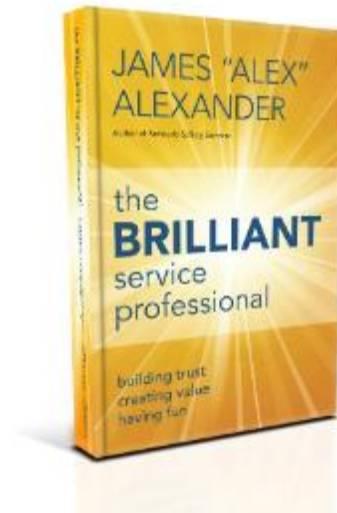
Q & A



THANK YOU

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