

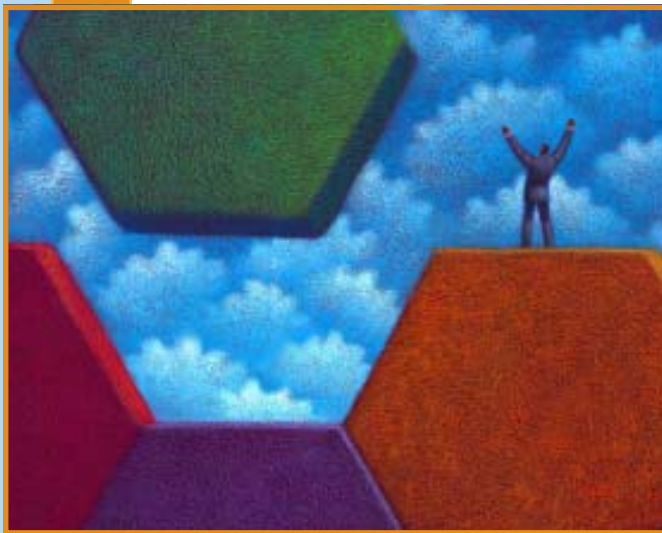
Would you like to generate new revenue streams?

Would you like to leverage your brand?

Would you like to learn the strategies and best practices necessary to achieve a serious competitive advantage?

Join Us for:

Building Professional Services in a Product Company:



A Two-Day, High-Performance Success Workshop

Grow your revenues by taking advantage of the high demand for professional services. The *Building Professional Services in a Product Company* workshop shows you and your executive team the specific disciplines and direct actions you must take to succeed. Participants are actively involved throughout the workshop applying concepts and tools directly to their own business.

Learn the strategic choices, understand the challenges, and discover the best practices in building a highly successful professional services organization inside a product company.

What Makes This Workshop Unique?

This two-day workshop targets the critical success factors you need to align your professional services strategy with your business focus, select goals appropriate to your chosen mission, and implement effectively to drive business success. Case studies and real-life examples are an intricate part of the learning process.

The **content** is supported by the presenter's global services best practices and research facts framed with proven techniques and grounded in over a decade of practical experience in helping product companies build professional services organizations (PSOs). Whatever the current maturity of your PSO, this session takes the mystery out of what it takes to move from today's "business-as-usual" to tomorrow's "business-as-exceptional"—a professional services organization that maximizes overall company success.

The **methodology** that is presented reflects successful examples so that participants can quickly incorporate the ideas presented with real-world applications. Participants will be actively involved throughout the workshop in applying concepts and tools directly to their own business.

What You Will Learn

- An understanding of the readiness and cultural challenges involved in building services businesses inside of product-centric companies.
- How to determine which one of the three professional services strategies (product support, product enhancement, or services-led) is right for you.
- The benchmarks and core and best practices for each of the three strategies.
- Twelve measures every professional services enterprise must track.
- The six mistakes product companies make when building professional services capabilities.
- Effective change strategies to help you overcome internal resistance.
- How to align strategy, sales, marketing, operations, delivery, and talent for competitive advantage.
- How to develop and classify your new professional services offerings to reflect customer needs and wants.
- What leading professional services companies do to leverage their offerings to maximize revenue and profitability.
- How to train your services providers to transition from technical experts to trusted advisors with their clients.
- How to re-position your marketing and sales efforts to capture new professional services business.

Who Should Attend?

- Senior-level executives responsible for organizational strategy and tasked with creating a professional services organization.
- Managers responsible for implementing services and professional services initiatives in their organization and tasked with contributing new and profitable revenue.
- Consultants and business development, product sales, services sales, and marketing professionals who need to understand the competitive landscape and learn emerging best practices in order to leverage new business.

Note: For maximum benefit, bring the entire management team to address your current issues in real-time.

The Agenda

DAY ONE

8:30 a.m. Continental Breakfast

9:00 a.m. A View From The Bridge

- Defining Professional Services
- The Critical Differences: Products, Traditional Product Support Services, and Professional Services
- Relevant Research Highlights: Critical Issues, Key Opportunities, Benchmarks, and Core and Best Practices
- Avoiding the Six Deadly Problems in Building Professional Services

10:00 a.m. Professional Services Strategy

- Aligning the PSO Strategy with the Business Focus—Enabling the Product, Enhancing the Product, or Leading the Business?

10:30 a.m. Coffee Break

10:45 a.m. Professional Services Strategy *continued*

- Organizational Implications of the Strategic Choices
- Self Assessment: Where Are You Now and Where Should You Be Tomorrow?

11:30 a.m. Professional Services Marketing

- The Five Fatal Flaws of Marketing Professional Services
- Self Assessment: How Effective Is Your Services Marketing?

12:30 p.m. Lunch

1:30 p.m. Professional Services Marketing *continued*

- Getting the Right People in Charge
- Pricing on Value
- Building Service Offerings that Sell
- Balancing a Profitable Services Portfolio
- Branding Both Inside and Outside

3:00 p.m. Coffee Break

3:15 p.m. Selling Professional Services

- Everybody Sells Services
- Getting Product Sales on Board to Sell the Value
- Effectively Using Technical Talent, Your Hidden Sales Force
- Qualifying Great Services Business
- Self Assessment: The 10 Commandments of Selling Professional Services
- Proven Steps to Improving Sales Performance

5:00 p.m. Adjourn

5:30 p.m. Cocktail Hour

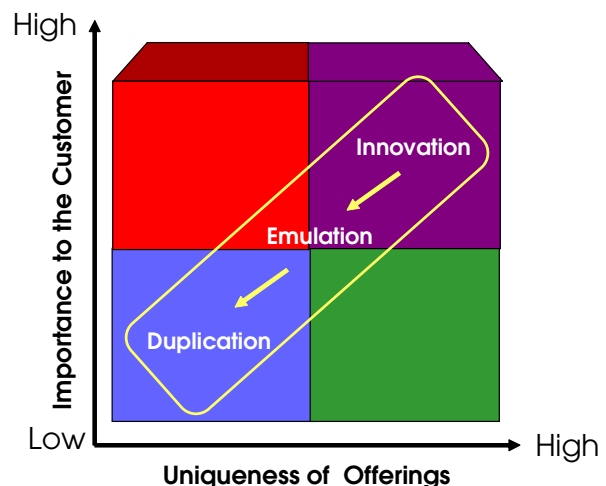
The Six Services Business Success Levers

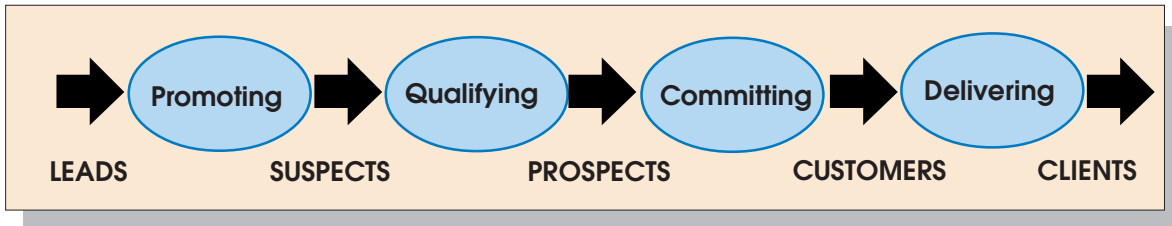


"I thought the seminar last week was tremendous."

Barry Dalton
 Vice President,
 Consulting Services
 Nice Systems

The Relentless Erosion





DAY TWO

8:30 a.m. Continental Breakfast

9:00 a.m. Professional Services Operations

- Meaningful Metrics
- Knowledge Management
- Service Recovery Process

10:30 a.m. Coffee Break

10:45 a.m. Managing Talent

- Why Most Talent Efforts Are Wasted
- Turning Technical Experts into Trusted Advisors
- Optimizing the Performance Management System

12:30 p.m. Lunch

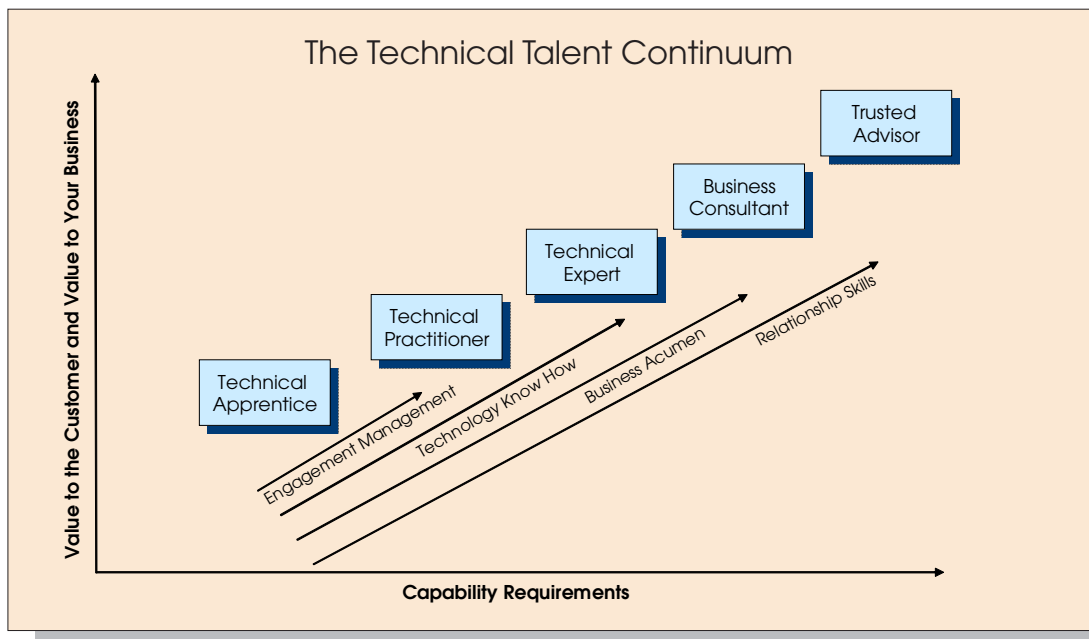
1:30 p.m. Taking Your PSO to the Next Level of Performance

- Determining Where and How to Start
- Shining a Very Bright Light in Some Very Dark Places: Conducting a Readiness Review both Outside and Inside Your Company
- Basics of Managing Successful Change
- Transition: Three Critical Phases
- Low-Hanging Fruit: Fast Business Initiatives that Yield Quick Results
- Leading Professional Services in a Product-Driven Company: Principles of Success

3:30 p.m. Adjourn

“Jim Alexander’s strong credibility as a consulting practitioner and his engaging presentation style combined to make him a big success.”

*Rich Welch
Vice President, Professional Services
RSA Security, Inc.*



Your Workshop Leader



James Alexander, Ed.D. is the founder of Alexander Consulting, a TPSA-certified management consultancy that helps product companies create and implement professional services strategies. Offerings include strategy formulation, market research, performance consulting, and training.

Jim has authored or co-authored over 80 articles, three white papers, five research reports, and two books and has taught at universities in the U.S., Europe, and Mexico.

Jim was selected as the services pundit for IBM Global Services 2003 Headlights Program. He served as the U.S. Department of Commerce's e-business subject-matter expert for the duration of its Inter-American E-Business Fellowship Program. Furthermore, he acted for 12 years as the vice president of professional services for AFSM International.

"Thank you for your knowledge and inspiration—you have changed my business and my profitability."

*Stephen Cox
CEO
Microtek*

About Alexander Consulting

Alexander Consulting helps companies formulate and implement professional services strategies for clients ranging from mature professional services organizations (PSO) seeking the next level of performance to newly formed organizations attempting to build capabilities to product companies contemplating whether professional services is the proper strategic move.

Alexander Consulting offers consulting, workshops, training, and company-specific assessments and benchmarks. In addition, their pioneering research studies, books, articles, and white papers have led the professional services industry for years. Alexander Consulting experts are also available for keynote speeches and presentations.

Interested in this Workshop?

Contact Jim Alexander directly to discuss whether this workshop is right for you: 239-283-7400 or alex@alexanderstrategists.com.



100% Satisfaction Guarantee

We feel so strongly about our ability to fulfill our commitments that we promise to perform our mutually agreed-upon duties to your complete satisfaction.



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