

Are you leaving money on the table?

Are you maximizing the trust and credibility of your technical talent?

Would you like to drive new business and increase customer loyalty?

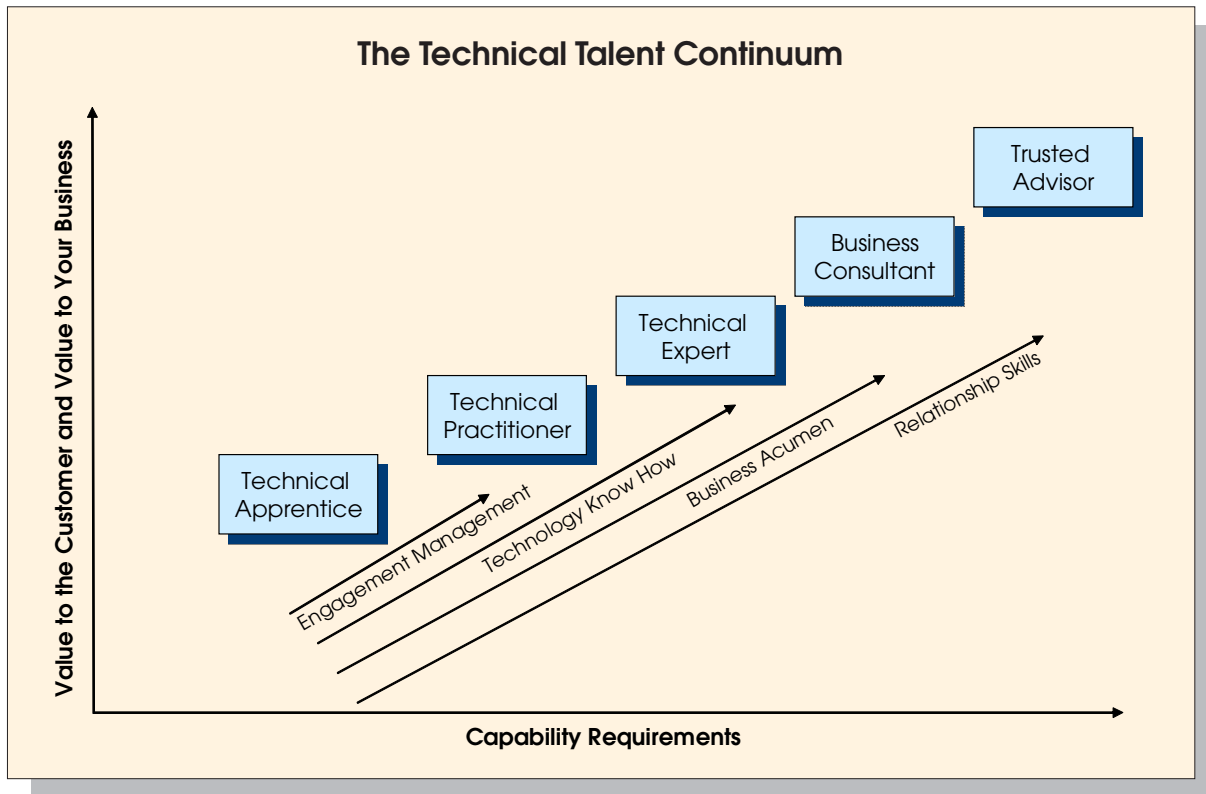
Join us for...

Becoming a Trusted Advisor: Relationship and Consulting Skills for the Technical Expert



A One-Day Success Strategies Workshop

No one has more impact on getting and keeping customers than the technical expert. Yet, although their specialized knowledge is highly prized, their potential value both to their customers and to their organizations is often unrealized.



This one-day, highly interactive workshop teaches the critical knowledge, skills, methods, and tools required to effectively engage and sustain a trusted advisor relationship with all your clients. The results are more value to the customer and more value to your organization.

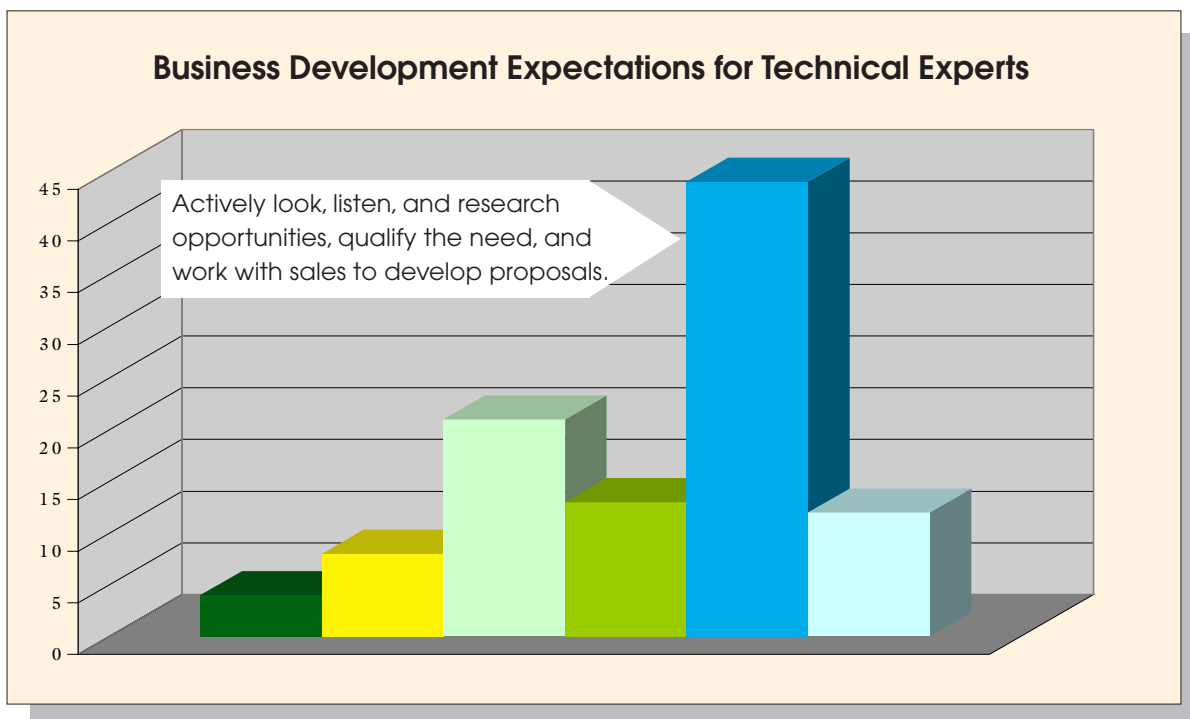
What Makes this Workshop Unique?

Dr. Jim Alexander, the workshop leader, has conducted five studies (including the just-published *Transitioning Technical Experts into Trusted Advisors*) to determine the best practices that separate the very best from all the rest. In addition, he has consulted and trained organizations on this topic for over 15 years. Therefore, everything taught is research-based, yet highly practical and actionable. Participants will leave this hands-on session motivated to use the information and tools learned to immediately deliver more value and improve their trusted advisor status with customers.

Who Should Attend?

This workshop is for any technical expert who interacts with the customer, including:

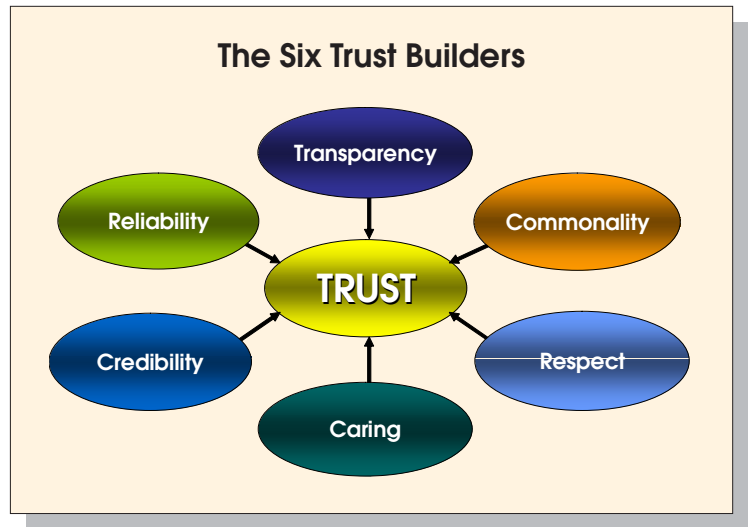
- Project leaders
- Customer engineers
- Field technicians
- Engagement managers
- Practice leaders
- Analysts
- Customer service representatives
- Consultants
- Anyone responsible for delivering customer value



What You Will Learn

- The benefits of becoming a trusted advisor.
- Details and data from the latest trusted advisor research.
- What trusted advisors do that others don't do.
- Where you are on the Technical Talent Continuum.
- How you stack up today on the Trusted Advisor Self-Assessment.
- The six trust builders.
- The 10 commandments of trust-based consulting.
- The 12 success levers.

- The four trusted advisor capabilities.
- The six business development roles.
- Core relationship skills.
- Why everyone who touches the customer needs to sell.
- Influencing with integrity.
- Influencing the senior executive.
- Managing scope creep.
- Managing expectations.
- Creating value.
- Service recovery—turning potential disaster into a loyal customer.
- Steps to increase your business acumen.
- The Four I's probing strategy.
- How to develop your own personal action plan to improve your value to your customers, your organization, and yourself.



Workshop Topics

Unit One: It's All About Trust

- Trusted Advisor Definition
- The New Expectations of Technical Talent
- The Benefits of Being a Trusted Advisor
- What Separates Trusted Advisors from Everyone Else
- The Technical Talent Continuum
- The Six Trust Builders
- The Four Trusted Advisor Roles
- The Trusted Advisor Self-Assessment

Unit Two: Business Acumen

- Success Elements of Business Acumen
- Action Steps to Increasing Business Acumen

Unit Three: Relationships Skills

- Active Listening
- Probing
- The Power of Empathy
- Acknowledging
- The Four I's Probing Strategy
- Creating Value

Unit Four: Business Development

- Why Everybody Sells (or Should Sell) Services
- The Persuasion Continuum
- Influencing with Integrity
- Determining Your Appropriate Role in Business Development
- Qualifying Good Business
- Influencing Executives

Unit Five: Engagement Management

- Managing Expectations
- Service Recovery
- The 10 Commandments of Trust-Based Consulting



Your Workshop Leader



James A. Alexander, Ed.D.

Jim Alexander is the founder of Alexander Consulting, a services thought leader, and the premier researcher, writer, and speaker on the topic of professional services strategy. He has authored or coauthored over 80 articles, three white papers, five industry research reports, and two books, his latest being *S-Business: Reinventing the Services Organization*.

Dr. Alexander has taught at major universities both in the U.S., Europe, and Mexico, and is currently an adjunct professor in the University of Maryland University College's graduate school. For three years he served as the U.S. Department of Commerce's e-business subject-matter expert for the Inter-American E-Business Fellowship Program. In 2003 he was selected as the services pundit for IBM's Headlights Program. He is an active practitioner committed to advancing the body of services knowledge and has given speeches, headed workshops, and consulted across the Americas, Europe, and Asia Pacific on the creation, management, marketing, and selling of services.

Furthermore, Jim is a trusted advisor and executive coach to many senior executives of leading services organizations, helping them navigate the journey from business-as-usual to business-as-exceptional—high-performance, services-driven businesses.

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.

What participants of previous Alexander Consulting workshops and presentations have said:

We have worked with Alexander Consulting in several operations over the last 10 years. They are top professionals who combine business expertise with participative training know-how that guides an organization to valuable results and improvements.

Robert M. Yopko
Vice President, Global Services
Emerson Electric Company

We recommend Alexander Consulting for seminars on selling services. Alexander Consulting held two sessions for ECI. The first session was for the outside salesperson. This session was so well received by the sales staff that they recommended we hold a similar session for the service providers. The seminars are very interactive, provocative, and use workshops to reinforce the lessons discussed in the lecture portion. Only over time will we be able to quantify their efforts, however, we achieved our immediate goal of making service one of our highest selling priorities.

Gwynne Jones
Manager of Support Services
ECI


The Core Consulting Skills workshop provided me with valuable insights into the world of consulting. I enjoyed your presentation of the concepts and practical examples from your rich consulting experience. You are a great instructor! I liked your combination of reasonably rapid-paced teaching and quick hands-on exercises. It helped in maintaining a high level of interest throughout the workshop. All in all, a great experience and a worthwhile workshop for me!


Pinakin Jaradi
Core Consulting Skills
Workshop Advisor,
Business IT Interface Consultancy
Shell USA

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.

	<p>The research foundation for this workshop is based on Alexander Consulting's recently-released, landmark, trusted advisor study <i>Transitioning Technical Experts into Trusted Advisors</i>, by James A. Alexander, Ed.D.</p>
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	<p>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.</p>
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