

Would you like to increase your revenues and gross profit?

Would you like to stop discounting services?

Would you like to build profitable, trust-based relationships?

Join Us for:

Selling Professional Services and Solutions: Tools and Techniques for Top Performance



A Two-Day Success Strategies Workshop

Discover bold new strategies and build the capabilities to profitably sell professional services and solutions.



This is the workshop that takes the mystery out of *How to Sell Professional Services*...putting your services company in the competitive winners circle...and building strong client relationships that will distinguish you from the competition.

Here's where you'll work with your colleagues who are facing the same challenges you face every day—balancing the current demands of profitably driving a professional services business while creating the capabilities needed for the future. You'll learn from Jim Alexander, a recognized expert in professional services consulting who is a master at sales effectiveness. You will share ideas and participate in case studies, exercises, and demonstrations and leave the session with enhanced skills, new selling tools, and the energy and confidence to accelerate your personal success.

Who Should Attend?

This workshop is specifically designed for all executives and professionals who are involved in the sales, business development, account management, and customer relations function within your business. Principals and owners whose responsibilities require strong business development skills will find it very beneficial to accompany their team to this learning event.

How You Will Benefit

The workshop is designed with one goal in mind: to help you and your organization sell more profitable professional services faster.

To accomplish this objective, the workshop will help you better address:

The 10 Commandments of Successfully Selling Professional Services

1. **Clarify** complex customer issues.
2. **Communicate** the benefits of intangibles.
3. **Customize** each solution.
4. **Create** confidence and urgency.
5. **Commit** high-level executives to action.
6. **Compress** the cycle time of selling.
7. **Coordinate** the selling team.
8. **Control** the cost of sales.
9. **Commercialize** the sales promise.
10. **Continually** learn and grow.

Workshop Topics

Unit One: Selling the Invisible

- Products versus Services versus Professional Services
- The 10 Commandments of Selling Professional Services
- The Business Development Process

Unit Two: Amplifying the Voice of the Customer

- Assessing Value and Its Impact for the Buyer
- Balancing Risk and Reward in Selling Services
- The Three Types of Buyers
- The Three Selling Strategies

Unit Three: Filling the Shoes of the Professional Services Sales Professional

- The Attributes of Top Sales/Business Development Performers
- Building Trust to Accelerate Building Strong Client Relationships
- TOOL: The Professional Services Salesperson Capabilities Profile

Unit Four: Qualifying Great Services Business

- Leveraging Resources for the Highest Customer Satisfaction and the Maximum Company Profit
- Creating Your Ideal Customer Profile
- TOOL: The Qualifying Checklist

Unit Five: Relating to Different Personalities in Services Selling Situations

- Understanding Your Personal Style
- Working Successfully with Different Customer Styles
- TOOL: Selling with Insight Style Inventory

Unit Six: Gaining Project/Engagement Commitment

- The Buying Process
- Key Events
- The Committing Process
- TOOL: Stakeholder Analysis
- TOOL: Professional Selling Checklist
- TOOL: Feature-Benefit Profile
- TOOL: Managing Resistance Template

Unit Seven: Profitably Managing Key Accounts

- Classifying Key Accounts
- Managing the Process
- Creating the Account Plan
- Managing the Cost of Sale
- TOOL: Key Account Planner
- TOOL: Situation Analysis
- TOOL: Power Map

Unit Eight: Aligning the Sales Environment to Maximize Performance

- TOOL: Selling Environment Audit
- TOOL: Action Plan

Interested in this Workshop?

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

Your Workshop Leader



James A. Alexander, Ed.D.

Dr. Alexander 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.

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.



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.



Alexander Consulting

PROFESSIONAL SERVICES STRATEGISTS

Alexander Consulting
2308 Date Street
St. James City, Florida 33956
239-283-7400 voice • 239-283-7442 fax
ac@alexanderstrategists.com • www.alexanderstrategists.com