

Take advantage of your “hidden sales force within” and use your technical talent to gain new, profitable revenue.

*Join us for...*

# Selling Skills for Technical Talent



*A Two-Day Workshop Conducted in a  
Public Facility or at Your Location*



**Alexander Consulting**  
PROFESSIONAL SERVICES STRATEGISTS

## WHY THIS TOPIC?

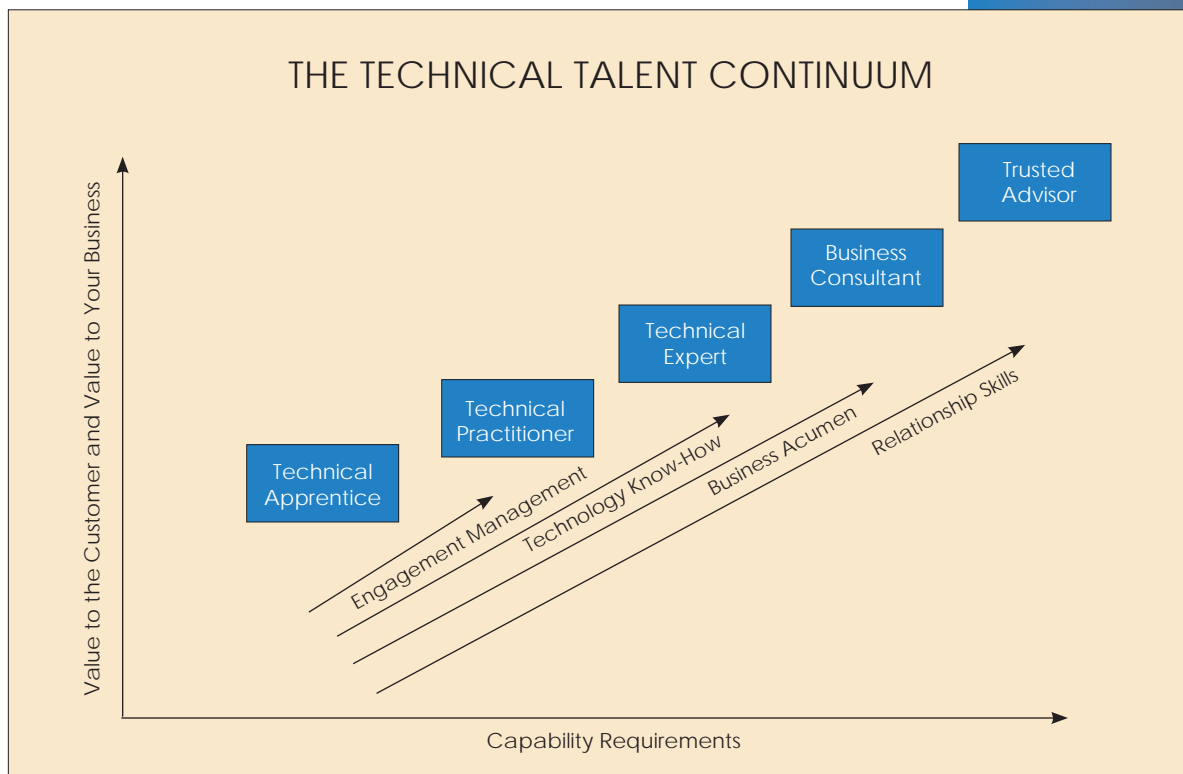
Research and experience shows that there is no faster or easier way to increase profitable revenue than using your technical people to help sell your offerings. Nothing works better or quicker. Furthermore, effectively done, selling your existing customers more of what they need enhances customer relationships, drives customer loyalty, and can help create competitive advantage—powerful stuff!

## WHY THIS WORKSHOP?

You will learn from Jim Alexander, a technology services industry expert with a unique and ideal background as the leader of this workshop: award winning performance as a seller and sales manager, doctorate in helping people and organizations learn faster, industry consultant and coach to business executives helping improve services business performance, and over 20 years designing and implementing sales training systems that drive results. He has combined all these experiences to create a highly interactive workshop built upon best practices, core benchmarks, and lessons learned, supported with practical easy-to-use tools. Participants will leave the session energized with what they have learned and confident in their ability to implement it. The end result is more, profitable business.

“We have worked with Alexander Consulting on 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. Yapko  
Former Vice President, Emerson  
Global Services  
Emerson Electric Company*



This highly interactive, time-proven workshop gets selling results. It is chock full of relevant information, practical tools, and straight-forward techniques for both the seasoned and the less-experienced technical person. Participants will gain practical and proven knowledge and skills, relate these concepts to their own reality in group exercises, and practice using new skills and tools in relevant role plays and exercises.

## WHO SHOULD ATTEND?

Whatever their title, this workshop is specifically designed for all technical people who interact with your customers—from pre-sales to sales to post-sales service and support. Typical roles of participants include consultants of many varieties, account managers, project managers, field and phone support personnel, and technical experts in various technologies and/or products. Each and every person who touches the customer needs to have a role in helping to sell new business. To increase the impact of this training, many organizations find it valuable to send multiple personnel to this learning event.

## HOW YOU WILL BENEFIT

The workshop is designed with one goal in mind: to help you and your technical talent sell more, profitable revenue.

**“Impressed as always with the quality of your courses.”**

*Gary Stowe  
Director, Services  
GE Healthcare*

**“Excellent! Kept me engaged and showed me different perspectives. Highly recommended!”**

*Kash Maniar  
Managing Principal  
Lucent Technologies  
Professional Services*

**“I thought the seminar was tremendous.”**

*Barry Dalton  
Vice President, Consulting Services  
Nice Systems*

### THE FOUR I'S PROBING STRATEGY

**Issues**

What are the main **issues** you and your department are facing?

**Importance**

Let's take a look at XXX for a moment. Is this a nice-to-do, or something **important** to your organization?

**Impact**

Sounds critical. Tell me, what is the **impact** of not addressing this problem?

**Investigate**

I see. Together, how may we **investigate** how we might be able to help?

## WORKSHOP TOPICS

### Unit One: Why Technical Talent Sells

- Selling Professionally Is Not Evil!—Influencing with Integrity vs. Manipulating for Personal Gain
- You Are Not Alone—The New Expectations of Technical Talent

TOOL: *Alexander Research Highlights*

- Exercise: When Technical People Sell Appropriately—What’s the Value to the Customer, the Company, and You

### Unit Two: Your Role in Helping Sell New Business

- The Evolution of the Role of Technical Talent

TOOL: *The Technical Talent Continuum*

### The Six Business Development Roles of Technical Talent

- Exercise: Determining Which Selling Role Is Most Appropriate for You and Your Organization

TOOL: *The Business Development Continuum*

- Exercise: Defining the Helping Factors and Hindering Factors to Helping You Help Your Organization Sell More

TOOL: *Force Field Analysis*

### Unit Three: It’s All About Trust

- Exercise: What’s the Value If Customers Trusted You More?
- Building Customers for Life
- Exercise: What Trusted Advisors Do that Others Don’t Do

TOOL: *Alexander Research Highlights*

- Exercise: Generating Faster Trust

TOOL: *The Six Trust Builders*

- Exercise: Assessing Your Customer Trust

TOOL: *The Trusted Advisor Assessment*

### Unit Four: Building Business Acumen

- Translating How Your Technical Know-How and Organization Capabilities Can Positively Impact Your Customers’ Business.
- Exercise: Potential Ways to Increase Your Business Acumen
- Exercise: Personal Action Planning to Build Your Business Acumen

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

*Steven Cox  
CEO  
Microtek*

“Alexander Consulting was instrumental in helping us establish quick wins by applying their strategy assessment process and consulting with our company.”

*Carol Vega  
Senior Vice President,  
Professional Services  
Sage Software*

## THE PROFESSIONAL SELLING CHECKLIST

Plan	Review
1. Set sales call objectives.	1. What did I do well?
2. Establish planned probes.	2. What needs improving?
3. Consider relevant features and benefits.	
4. Anticipate resistance and appropriate response.	
5. Prepare selling tools.	
6. Visualize success.	
7. Relax.	

## Unit Five: The What and Why of How Buyers Buy

- Exercise: Business Issues and Personal Needs
- The Value Teeter-Totter
- Exercise: Dealing Differently with Different Types of Customers

TOOL: *The Three Types of Buyer Personalities and How To Deal With Them*

## Unit Six: Core Relationship Skills

- Exercise: Barriers to Listening
- Exercise: Tips to Active Listening
- The Power of Probes and When and How to Use Them
- Exercise: Qualifying Potential Business

TOOL: *The 4 I's Probing Strategy*

- Relating Your Value to Customer Issues and Needs
- Exercise: Creating Feature-Benefit Profiles for Key Offerings

TOOL: *Feature-Benefit Profile*

- Dealing Effectively with Resistance
- Exercise: Practicing Dealing with the Most Common Objections

TOOL: *Managing Customer Resistance Template*

- Three Types of Commitment Strategies
- Exercise: Gaining Commitment

## Unit Seven: The Steps to Selling Success

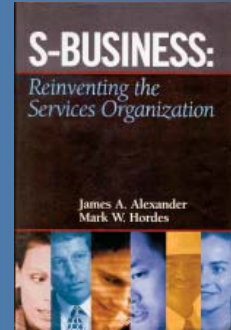
- Exercise: Preparing and Planning for the Selling Conversation
- Exercise: Practicing High-Potential Scenarios

TOOL: *Selling Checklist*

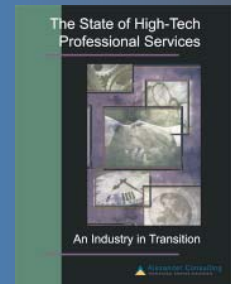
## Applying What's Been Learned

- Exercise: Understanding the Barriers to Using What's Been Learned
- Exercise: Determining Low-Hanging Fruit and How to Implement Easily

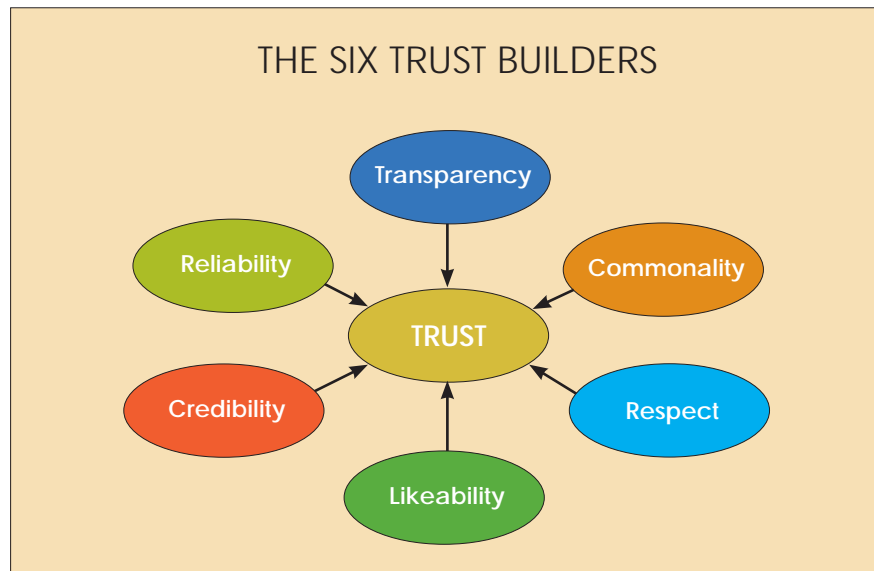
TOOL: *Personal Action Plan*



*S-Business: Reinventing the Services Organization*  
co-authored by James A. Alexander, Ed.D.



*The State of High-Tech Professional Services: An Industry in Transition*  
by James A. Alexander, Ed.D.



*The State of Professional Services II: An Industry Comes of Age*  
by James A. Alexander, Ed.D.

## THE FOUNDER



### **James A. Alexander, Ed.D.**

Dr. Alexander is the founder of Alexander Consulting, a management consultancy that helps companies create and implement services strategies. For 24 years Jim has helped more than 70 companies improve their sales performance through consulting and training. In addition, he has authored or co-authored over 80 articles, three white papers, five research reports, and two books and has given speeches and workshops in 15 countries.

Jim served as the U.S. Department of Commerce's e-business subject-matter expert for the four-year duration of the Inter-American E-Business Fellowship Program. In addition, he was selected as the services pundit for IBM Global Services 2003 Headlights Program. Furthermore he was AFSM International's vice president of professional services for seven years. Early in his career, Jim won awards for top selling performance at both Upjohn and Xerox Learning Systems.

Jim is well-known as a powerful presenter—over the last 14 years participants of his workshops have consistently rated their satisfaction level at or above 4.7 out of 5.0.

## FOR MORE INFORMATION OR TO REGISTER:

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By Phone: 239-283-7400

Via E-Mail: [info@alexanderstrategists.com](mailto:info@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.



Alexander Consulting

2308 Date Street

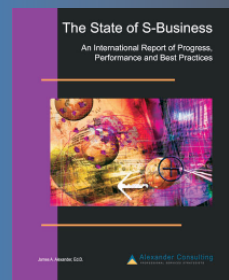
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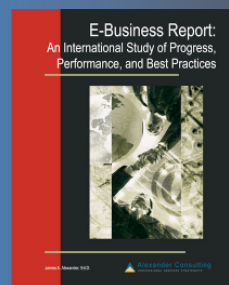
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*Transitioning Technical Experts into Trusted Advisors*  
by James A. Alexander, Ed.D.



*The State of S-Business: An International Report of Progress Performance and Best Practices*  
by James A. Alexander, Ed.D.



*E-Business Report: An International Study of Progress Performance and Best Practices*  
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