

How to Sell Professional Services and Solutions

Part of the Professional Services Survival Strategies Webinar Series from Alexander Consulting

Can your sales reps sell the invisible?

Do your reps know how to build fast, trust-based relationships?

Would you like to increase your revenues and gross profit?

Selling services is different from selling products—way different. Different knowledge, different skills, and a different mindset are required to successfully demonstrate the value of intangibles and sell the invisible. This Webinar will take the mystery out of selling professional services and solutions and show how to develop lasting business relationships that deliver high value to your clients and profitable revenue to your organization.

Who Should Attend?

Services executives, managers, marketing and sales executives, product sellers, services sellers—anyone who needs to understand how to sell more profitable professional services and solutions faster and easier.

What You Will Learn

Participants will learn successful principles and practices for selling professional services and solutions:

- How to sell intangibles when the world sees only tangibles.
- How to make the transition from “free to fee” for services.
- How to utilize the 10 Commandments for Selling Professional Services.
- How to stop discounting services.
- How to motivate product sellers to sell services.
- How to sell value-based services.
- How to build services sales capabilities through effective interactional training.
- Fundamentals of trust-based services and solutions selling.

Questions?

Please contact
Please contact Jim Alexander
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or 239-283-7400.



AT-A-GLANCE

Date: Go to www.alexanderstrategists.com for broadcast dates.

Time: 12 noon EST / 9 a.m. PST.

Duration: 60 minutes.

Cost: \$99 per person or \$249 per company location. (Fill the gymnasium—we encourage it!)

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guaranteed

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About Your Presenter

Dr. James Alexander, a partner with Alexander Consulting, is a services thought leader and the premier researcher, writer, and speaker on the topic of professional services strategy.

He has authored or co-authored dozens of articles, white papers, research reports, and books.

Jim has taught at major universities in the U.S., Europe and Mexico, and was selected as the “Services Pundit” for IBM Global Services 2003 Headlights Program. In addition, he was the U.S. Department of Commerce’s e-business subject-matter expert of their Latin American e-business Fellowship Program from 2001 through 2004.

Jim is a renowned expert on identifying critical service trends and issue, defining benchmarks and best practices and clearly articulating this information to the business world. He 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, professional services businesses.