

# The Five Fatal Flaws of Professional Services Marketing: And How to Avoid Them

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

## Are you satisfied with your services marketing performance?

Over 50% of professional services executives feel that their approach to marketing is not effective! There are good reasons for this. Learn where the stumbling blocks are and how to turn them into stepping stones.

### Topics

Fatal Flaw #1—Philosophy: Marketing Is Marketing (No It Isn't!)

Fatal Flaw #2—Structure: The Wrong Folks in Charge or No One in Charge

Fatal Flaw #3—Pricing: By the Pound, Not by Value

Fatal Flaw #4—Offering Development: Created in the Conference Room, Not the Field

Fatal Flaw #5—Portfolio Management: Mostly a Bag of Commodities, Little Differentiation

### Who Should Attend

Marketing and sales executives, services leaders—anyone who needs to understand how to market professional services more effectively and efficiently.

### What You Will Learn

Participants will learn the five most common errors (fatal flaws) that marketers of professional services make and the major negative consequences that result. Next they will discover the steps to avoiding them. Specifically, audience members will find out:

- What makes services marketing (and especially professional services marketing) so different from product marketing.
- The appropriate structure for services marketing to thrive.
- The concepts of value pricing.
- How to use strong market research to develop high-value offerings—those the customer will pay for and you make money on.
- The keys to balancing a healthy portfolio of offerings.

### Questions?

Please contact Jim Alexander  
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or 239-283-7400.



### AT-A-GLANCE

**Date:** Go to [www.alexanderstrategists.com](http://www.alexanderstrategists.com) for broadcast dates.

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

**Duration:** 60 minutes.

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### About Your Presenter

Dr. James Alexander, founder of 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 for their Latin American e-business Fellowship Program from 2001 through 2004.

Jim is a renowned expert on identifying critical service trends and issues, 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.