

# BECOMING A BRILLIANT SERVICE PROFESSIONAL

A two- to three-day performance workshop



Are You Interested In:

- **Building Trust-Based Relationships** with Key Customers?
- **Gaining More Business** in Existing Accounts?
- Creating **Competitive Advantage**?
- **Taking Charge** of Your Destiny?
- Having **More Fun**?

*Rock out your customers and  
lock out your competition!*

*No one has more impact on getting and keeping customers than the service professional...no one.*

This highly interactive workshop teaches the critical knowledge, skills, methods, and tools required to effectively engage and sustain a trusted relationship with your key customers.

## THE GOAL OF THIS WORKSHOP

Whether you are just starting out in service or are an experienced pro, the training goal is the same: build upon your existing talents and experience to achieve the distinguished level of being seen by your customers, your peers, your boss, and your company as a high-value contributor to success—a brilliant service professional.

## WHAT'S IN IT FOR YOU?

If you apply the knowledge provided in this workshop and become a brilliant service professional, you will:

- **Provide greater customer impact.** A brilliant service professional takes charge of the customer experience and makes recommendations that drive the most value. They get personal fulfillment out of providing great impact.
- **Create great relationships.** Customers highly value people who improve their business and their personal situation, and thus appreciate having a relationship with a brilliant service professional. They also are willing to become reference accounts for the service professional's company, which makes getting more customers both easier and faster.
- **Achieve recognition.** An advantage of being in a customer-facing role is that top performers get lots of recognition because of the visibility they achieve and the huge value they bring to customers and to their employers. Who doesn't like to be well known and respected?
- **Build your personal brand.** The word gets out when you are the very best. As a top performer, you'll build your brand throughout your company and the industry in which you work.
- **Enjoy job security.** The very best performers in any profession in any industry are never without a job, whatever the state of the economy. If you are a BSP, the worst thing that will happen in a downturn is that you will land a position with greater opportunities!
- **Make more money.** Brilliant service professionals are in short supply, and the best ones make very good money. You can be financially secure and enjoy the lifestyle you want.
- **Have more fun.** Brilliant service professionals take pride in their roles, their accomplishments, and their relationships. They do important work that makes a difference. Isn't that what fun is all about?



## WHO SHOULD ATTEND?

This workshop is for any service professional who interacts with important customers, including:

- Field Service Engineers\*
- Professional Services Consultants\*
- Service Account Managers\*\*
- Project Leaders
- Engagement Managers
- Customer Service Representatives
- Practice Leaders
- Support Desk Engineers
- Anyone responsible for delivering customer value

\*Programs tailored to FSEs and PS Consultants are already in place.

\*\*Becoming a Brilliant SAM training is in place along with a number of other SAM-specific offerings.

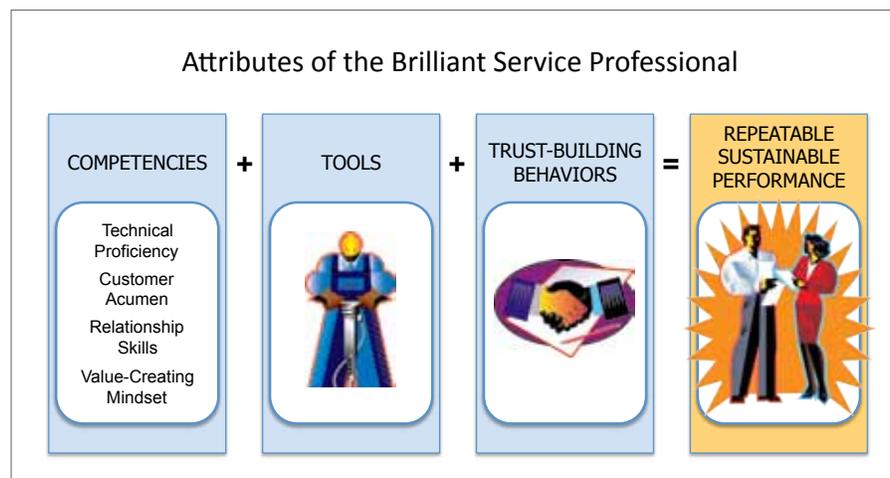
## WHAT YOU WILL LEARN

You will learn the multiple potential benefits of effectively behaving as a brilliant service professional. You will discover what differentiates the rock stars of service from everyone else. You will discover the research-based and field-proven core and best (brilliant) practices, lessons learned, and benchmarks for success.

In addition, you'll learn what doesn't work, the common worst practices that hamper and sometimes kill services attempts, and how to effectively avoid them, or at least lessen their impact. Also, we'll share examples and make recommendations that, if implemented as suggested, will both speed and smooth your transition to becoming a brilliant service professional.

“The Brilliant Service Professional is a fantastic road map to success. Whether a seasoned executive or just cutting your professional teeth, Alexander reinforces our foundation and motivates us to be the best. Alex is Tom Hopkins, Harvey Mackay, and Malcolm Gladwell all wrapped into one.”

– Chris Zane  
Esteemed Author, Speaker, and Services Luminary



Here are some of the key themes and core content that are explored and explained in this workshop:

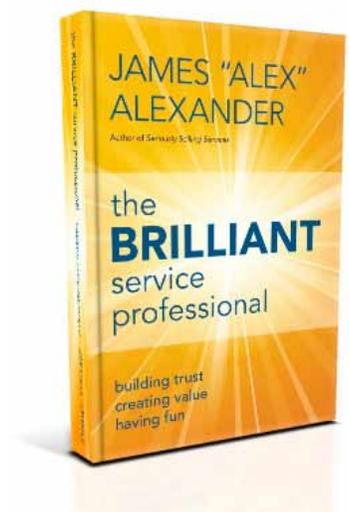
- The trust-building behaviors that differentiate the brilliant service pro from everyone else.
- The four core relationship skills that must be mastered for outstanding communication.
- How the BSP influences with integrity to help the customer become more successful.
- Potholes on the path to perfect performance.
- The requirements necessary to deliver on the customer promise.
- Why under-promise and over-deliver is a bad idea.
- What BSPs do that others don't do.
- How to establish trust fast, using the seven trust-building behaviors.
- How to build your customer acumen to communicate in the way the customer wants.
- How to build confidence and create urgency in getting the customer to do the right thing.
- Understanding the three types of customers and how to handle each one.
- How to plan for and engage customers in worthwhile conversations.
- Understanding how to create value.
- How to create relentless repeatability.
- The BSP's role in building loyalty and creating customer champions.
- Effectively working with sales and other departments.
- A qualifying process that is both effective and efficient.
- The service pro's role in helping to get new business.
- How to say no with confidence and style.
- Building your personal brand.
- Avoiding scope creep.
- Mastering your work-life balance.
- Planning and preparing for peak personal performance.
- Personal leadership—how to take charge of your job and have fun.
- Scores of brilliant practices that you can implement immediately.
- Other good stuff

## WHAT'S THE BASIS OF THIS WORKSHOP?

This workshop is built upon the content of the book *The Brilliant Service Professional*, the research-based, field-proven, guide to becoming an outstanding service professional.

“Alexander has a knack for taking mind-bending and snore-worthy topics and turning them into a magnetic read. Readers of *The Brilliant Service Professional* who take his advice will become service pro rock stars. They'll boost their relationships, build a dynamite personal brand, gain job security, roll in the dough, and have a blast doing it all.”

– Meryl K. Evans  
Senior Editor, InternetViZ



### **Module 1: Transforming from a Technical Expert to a Brilliant Service Professional**

- The service professional as corporate rock star.
- Attributes of the brilliant service professional.
- Transitioning from a reactive, tactical technical expert to a strategic, proactive brilliant service professional.
- What brilliant service professionals do that others don't do.
- When service pros rock, what's the value to the customer, the company, and the service professional.
- Defining the helping and hindering factors in moving your service organization to brilliance.
- Articulating the value you bring in a 30-second elevator exercise.
- Brilliant Service Professional Personal Assessment

### **Module 2: Creating Trust**

- The power of being seen as a trusted advisor.
- Trust considerations.
- How to build trust easier and faster using the Seven Trust Builders.
- The Law of Intermingability.
- Trust-Building Personal Assessment

### **Module 3: Building Customer Acumen**

- Why customer acumen is so important.
- Customer acumen is a personal differentiator.
- Defining the business issues most important to your customers.
- Guidelines for building customer acumen.
- Creating a personal plan for building customer acumen.
- Customer Acumen Personal Assessment

### **Module 4: Mastering the Four Core Relationships Skills**

- Why the best do the basics better.
- Barriers to listening and tips to overcoming them.
- What it takes to listen with intensity.
- Discover how to probe with purpose.
- Understand how to powerfully present using the what-why-benefit model.
- The Emotion Meter.
- Fix the customer first.
- The four steps to acknowledging concerns.
- First deal with feelings to earn the right to deal with the facts.
- The special challenge of being experienced and really smart.
- Four Core Relationship Skills Personal Assessment

### Module 5: Influencing with Integrity

- Selling does not have to be evil.
- Why all professionals sell.
- The Persuasion Continuum.
- Determining which of the six levels of influencing is most appropriate to the RE.
- Creating value.
- The importance of personal wins.
- The decision triangle.
- The special requirements of influencing executives.
- How to best work with your sales and service colleagues.
- Influencing With Integrity Personal Assessment

### Module 6: Leading Brilliant Conversations

- The 4 I's qualifying strategy
- The stakeholder analysis tool.
- How to position a conversation.
- Conducting the "cup of coffee" conversation.
- Putting it all together: Leading brilliant conversations.
- The Brilliant Conversation Checklist

### Module 7: Taking Charge of Your Time and Your Life for Peak Personal Performance

- Building your blueprint for brilliance.
- Time Management Practice: Just Say No.
- The five steps of saying no.
- Saying no when customer requests are illegal, immoral, or impossible.
- Managing expectations when customer requests are out of scope.
- Time Management Practice: Corral the Nags and Ride Your Horses.
- Matching appropriate proactiveness to account supplier philosophy.
- Dealing with customers from Hell.
- Time Management Practice: Do the Focus Hocus Pocus.
- Using the time management grid.
- Turning the fodder of the time management grid into the fuel for your time machine.
- Time Management Personal Assessment

#### From Traditional Service Provider to Brilliant Service Professional

Reactive	_____	+	_____	Proactive
Tactical	_____	+	_____	Strategic
Control	_____	+	_____	Collaborate
Value Adder	_____	+	_____	Value Creator
Technical Acumen	_____	+	_____	Customer Acumen
Professional Trust	_____	+	_____	Personal Trust
Good Communication Skills	_____	→	_____	Great Communication Skills

Source: Alexander, James A. 2007. *Turning Technical Experts into Trusted Advisors*. Alexander Consulting.

## Module 8: Making Effective Presentations

- The critical importance of making effective technical presentations.
- Defining the characteristics of effective presentations.
- Learning the ten steps to effective presentation planning.
- Building and practicing a technical presentation.
- Becoming competent and credible, confident and comfortable in making effective technical presentations.

*Note: Each participant will be videotaped.*

## Module 9: Mobilizing Your Personal Plan of Distinction

Establishing your top three concepts, skills, or tools that you will apply back on the job to move you toward becoming a brilliant service professional.

## YOUR WORKSHOP LEADER



### **James "Alex" Alexander, Ed.D.**

Dr. Alexander is the founder of Alexander Consulting. He and his organization help product companies build brilliant services. Alex has authored or co-authored over 100 articles, three white papers, five research reports, and four books, including *Seriously Selling Services* and his latest, *The Brilliant Service Professional*. He has taught at universities in the U.S., Europe, and Mexico and spoke, trained, and consulted on over four continents.

Alex was selected as the services pundit for IBM Global Services 2003 Headlights Program and 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.

## INTERESTED IN ATTENDING THIS WORKSHOP?

Contact Alex directly at 239-671-0740 or [alex@alexanderstrategists.com](mailto:alex@alexanderstrategists.com).



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