

# BRILLIANT SERVICES ACCOUNT MANAGEMENT



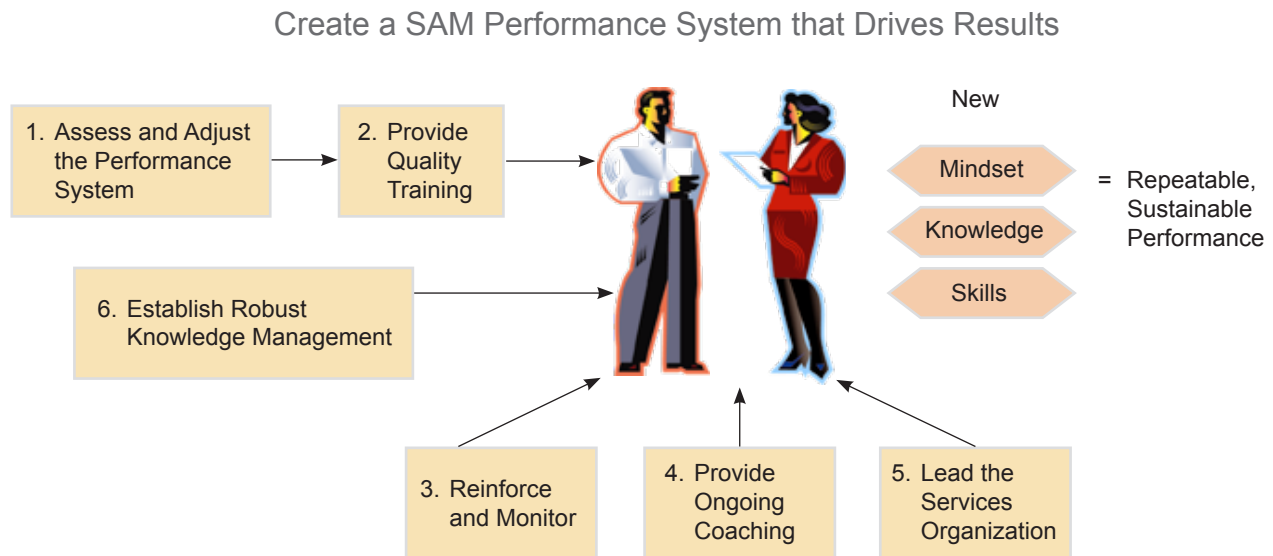
Whatever you call your service professionals (remote or on site) who “own” the customer after the big deal has been sold—technical account manager, service account manager, customer success manager, service manager, embedded engineer, on-site customer champion, resident engineer, resident support manager, dedicated on-site SAM, and so on—if you are interested in:

- BUILDING **TRUST-BASED RELATIONSHIPS** WITH KEY CUSTOMERS
- MAINTAINING **100%** SERVICE CONTRACT RENEWALS
- **GAINING MORE BUSINESS** IN EXISTING ACCOUNTS
- CREATING **COMPETITIVE ADVANTAGE**

...then these solutions are for you!

## UNLEASH THE POWER OF YOUR SERVICES ACCOUNT MANAGERS!

No one has more potential impact on the success of your key customers and your company than your services account managers (SAMs)...no one. High-performing SAMs are where the action is, proactively preventing escalations before they occur, teaming with your salespeople to discover new opportunities, leveraging their relationships to lock out the competition.



We provide a systematic approach to help make you and your SAM team successful. All our SAM offerings are framed within our ongoing research of core and best practices and performance benchmarks coupled with deep experience. Depending on your needs, we can address any or all of the six offerings critical for SAM success.

### 1. Assess and Adjust the SAM Performance System

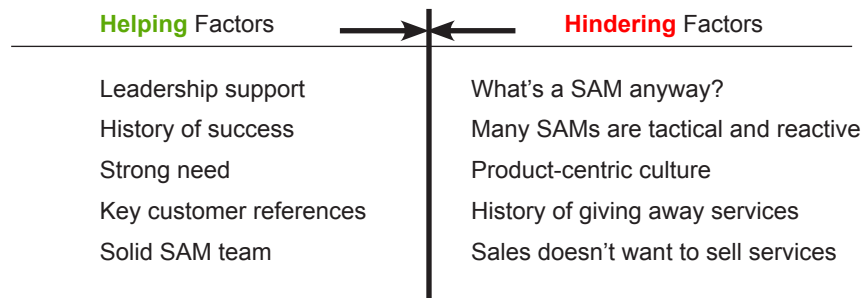
#### SAM Performance: Where Are You Now and Where Do You Want to Be?

Starting	Building	Industry Player	Best of Breed	World Class
1	2	3	4	5

If you are serious about taking your SAM group to the next level of performance, many questions need to be answered:

- What role should the SAM team play in helping make your company successful?
- What are the critical capabilities required to move ahead?
- How is the SAM group thought of by senior management, sales, and other key departments? How must this change?
- What adjustments in objectives, measures, and rewards are needed?
- What helping factors are in place today that you can leverage to move into the future?
- What hindering factors are in place that must be eliminated or minimized if you are to be successful?

## EXAMPLE: Becoming a World-Class SAM Organization



We will assist you in assessing today's reality then helping you formulate a SAM strategy and plan that are both appropriate and doable within your company culture.

### 2. Provide Quality Training

*ALL OF OUR TRAINING IS ADAPTED TO YOUR ORGANIZATION ISSUES AND TO YOUR PEOPLE'S NEEDS.*

"This leadership workshop was invaluable in getting all my people on the same page, getting their inputs, and collaboratively planning for the future."

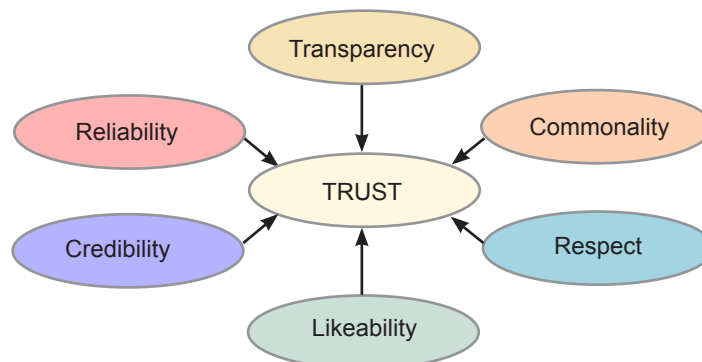
— John Guisto  
Juniper

The good news is that the core issues, needs, and scenarios and the respective knowledge, skills, and mindset required to address them are clearly identified and defined. However, each SAM team has different needs dependent upon their role definition, your customer requirements, the maturity of your SAMs, your goals, and your desired changes in their mindset and behavior. We address this in two ways:

#### 1. Modifying

- Real-Time Personalization:** In this situation, the training content remains the same but the facilitator personalizes the session to adapt to the issues and needs of the group.
- Tailoring:** Here we interview key people from your company to establish the training focus, allocate time by topic importance, and develop specific scenarios for discussions and practice.
- Customizing:** Do you want to build your own SAM session? No problem! We have over five days of material relevant to SAM success from which to choose.

### The Six Trust Builders





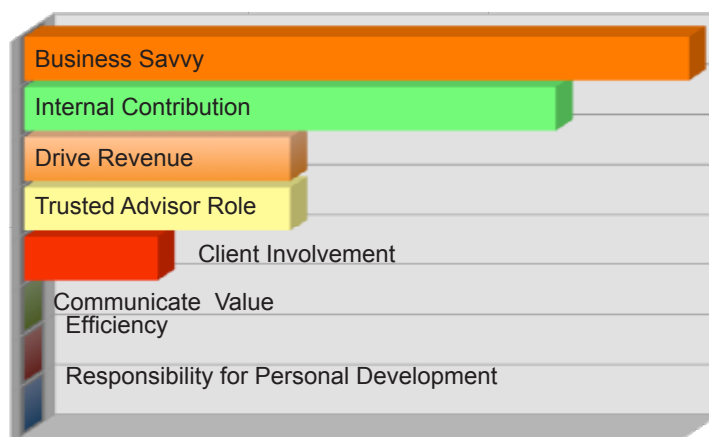
## 2. Distinct Offerings

We have two separate SAM versions—one for the remote SAM responsible for a small number of key accounts, and one version for the dedicated, on-site SAM.

### Remote SAM

Our two-day core workshop (optional third day), Brilliant Account Management for Support, is the standard of the industry, receiving outstanding feedback from both SAMS and their management. For example, our last 20 sessions have scored an average satisfaction rating of 4.7/5.0. In this highly interactive workshop, participants will learn the skills necessary to become a top-performing services account manager and have the confidence to deal effectively at all levels within their customers' organizations. They will be provided the proven tools that will accelerate building trust while effectively managing relationships both within their accounts and within their own organization. Attendees will have the chance to plan and practice real-life situations.

### Changing Expectation of Technical Experts — More...



Key learnings include how to:

- Understand the four core competencies of top-performing services account managers.
- Handle problems effectively and efficiently to eliminate escalation.
- Understand the customer's decision process.
- Establish trust to build strong client relationships.
- Balance customer versus company advocacy.
- Deal with sales as a peer.
- Learn to persuade others beyond your control.
- Transition from reactive to proactive, from tactical to strategic.
- Time management.

### On-Site SAM

Our two-day core workshop (optional third day), Brilliant On-Site Account Management, takes into consideration the unique challenges of “living with the inlaws.” *(more verbiage to be added)*

“The account management training was outstanding! I highly recommend it for any SAM organization.”

— Mike Zara  
Director

Customer Relationship Management  
Emerson Network Power

### 3. Reinforce and Monitor

Use it or lose it: This life maxim is certainly true about learning—no matter how good the training, unless it is reinforced regularly and consistently, most of its value just goes away. We strongly recommend a four-step reinforcement approach:

- One or two, one-and-one-half hour reinforcement webinar(s) facilitated by the trainer starting within 45 days of the SAM training.
- Quarterly recognition of SAMS who are applying what was learned in the training.
- SAM management “walks the talk,” both over the phone and in person by modeling the skills.
- An advanced SAM workshop is held roughly one year from the initial training. Depending on your SAM issues and goals, this tailored, highly participative session can be facilitated over one or two days. Potential topics include:
  - Negotiating with sales on not giving away services.
  - Influencing executives.
  - Dealing with the problem account (customers from Hell).
  - Whatever topics you wish to cover.

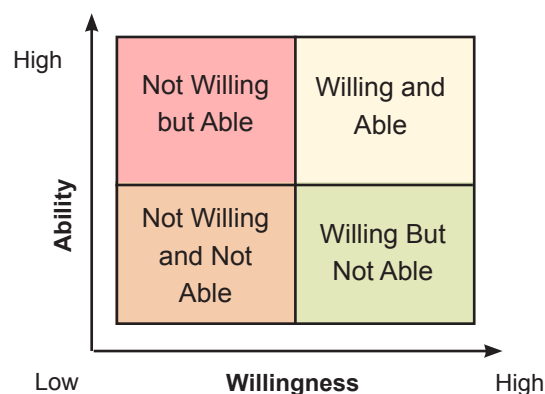
### 4. Provide Ongoing Coaching

Need expert advice confidential, and fast? We act as personal coaches to answer questions, discuss alternatives, and stimulate thinking. Emperors and presidents have personal advisors, why not you?

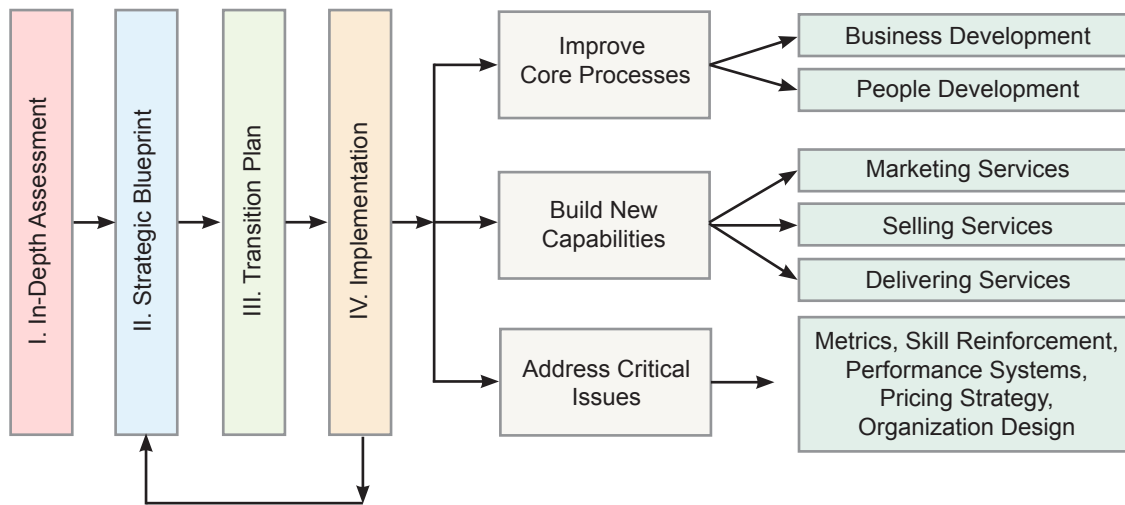
### 5. Lead the Services Organization

As the SAM team (and the whole services and support organization) becomes a more important component of company success, services leaders must start to think and act differently. We provide a forum to help you and your SAM management team collaboratively prepare for positive change.

Based Upon Your New Expectations, Where Are Your SAMs Today?



## Leading Services to the Next Level of Performance



### Leading Services in a Technology Company: Taking Your Organization to the Next Level of Performance

This one-day, intensive workshop will enable services executives and their leadership teams to take their services organization to the next level of performance. This highly interactive session will cover:

- Relevant facts gleaned from industry research that is applicable to all services leaders within product companies.
- The key differences between leadership and management, and the implications for personal and business success.
- Understanding the three services strategies and selecting the appropriate one for your organization.
- Aligning your services strategy to best support the business mission.
- Determining the appropriate goals, metrics, practices, and benchmarks based upon your services strategy and the maturity of your organization.
- Leveraging your culture to help lead needed change.
- Nurturing your top talent.
- Selling your ideas internally.
- Stumbling blocks on the road to success and how to avoid them.
- Getting sales personnel on board.
- Best practices of high-performing services businesses.
- The 10 steps to implementing lasting change.
- Low-hanging fruit—simple initiatives that yield fast returns.

**“I find the reinforcement webinars to be a valuable part in keeping the momentum going from the SAM training.”**

— Dave Smith  
Boston Scientific

## 6. Establish Robust Knowledge Management

For your SAMS to flourish, they need the right information available at the right time in the right way. Sadly, most knowledge management systems don't work effectively. We can help you put it all together. Depending on your services organization's issue and needs we can provide the necessary help to speed your success.

## Your Facilitator and Advisor



### **James “Alex” Alexander, Ed.D.**

Dr. Alexander is the founder of Alexander Consulting, and a Service Strategies partner. 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?

Call 858-674-4864 or e-mail [info@servicestrategies.com](mailto:info@servicestrategies.com).

## Interested in Learning More about Services Account Management?

Visit SAM Central ([www.alexanderstrategists.com/sam\\_central.html](http://www.alexanderstrategists.com/sam_central.html)) for articles, recorded webcasts, and other information.