

Building Professional Services within a Product Company: What It Takes to Survive and Thrive



This one-day workshop targets the critical success factors you need to align your professional services strategy with your business focus, select goals appropriate to your chosen mission, and implement effectively to drive business success. **The Building Professional Services within a Product Company** workshop shows you and your executive team the specific disciplines and direct actions you must take to achieve a competitive advantage. Participants are actively involved throughout the workshop applying concepts and tools directly to their own business.

How Attendees Benefit

- Gain an understanding of the readiness and cultural challenges involved in building services businesses inside of product-centric companies.
- Determine which of the three professional services strategies (product support, product enhancement, or services-led) is right for you.
- Learn the benchmarks and core and best practices for each of the three strategies.
- Apply the 12 metrics every professional services enterprise must track.
- Avoid the six mistakes product companies make when building professional services capabilities.
- Implement effective change strategies to help you overcome internal resistance.
- Align strategy, sales, marketing, operations, delivery, and talent for competitive advantage.
- Develop and classify your new professional services offerings to reflect customer needs and wants.
- Hear what leading professional services companies do to leverage their offerings to maximize revenue and profitability.
- Discover the best practices for training your services providers to make the transition from technical experts to trusted advisors with their clients.
- Learn how to reposition your marketing and sales efforts to capture new professional services business.

Who Should Attend

- Senior level services executives
- Professional services leadership teams
- All those tasked with driving services performance



Your Workshop Leader: Jim Alexander

Dr. Alexander is the founder of Alexander Consulting (a Service Strategies partner), a management consultancy that helps product companies create and implement services strategies.



He has authored or co-authored over 80 articles, three white papers, five research reports, and two books. He has taught at universities in the U.S., Europe, and Mexico 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.

Jim has acted as a trusted advisor and executive coach to more than 50 senior services executives, helping them navigate the journey from business-as-usual to business-as-exceptional.

What Participants Say About This Workshop

"I thought the seminar was tremendous."

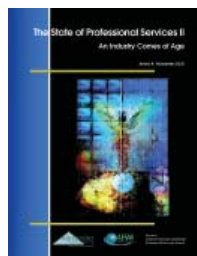
Barry Dalton, Vice President, Consulting Services, Nice Systems

"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



SPECIAL BONUS:
Each workshop participant will receive a complimentary copy of Dr. Alexander's study *The State of Professional Services II: An Industry Comes of Age* (a \$295 value!).

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