

Alexander Consulting

Helping Companies Create and
Implement Services Strategies



WHAT WE DO

Whether a mature services organization trying to go to the next level of performance, a newly formed professional services group attempting to create capabilities, or a product company contemplating whether building services is a good business decision, we help you formulate and implement the appropriate strategy. All our services are framed within our ongoing research of core and best practices and performance benchmarks coupled with deep experience. Depending on client needs, we can address any or all of the six factors critical for services success.

CORE OFFERINGS

Consulting

From conducting a one-day, issue-specific session with executives to leading a partner/acquisition search to streamlining a business development process, we can work with you to show fast, measurable improvements in performance.

Assessments

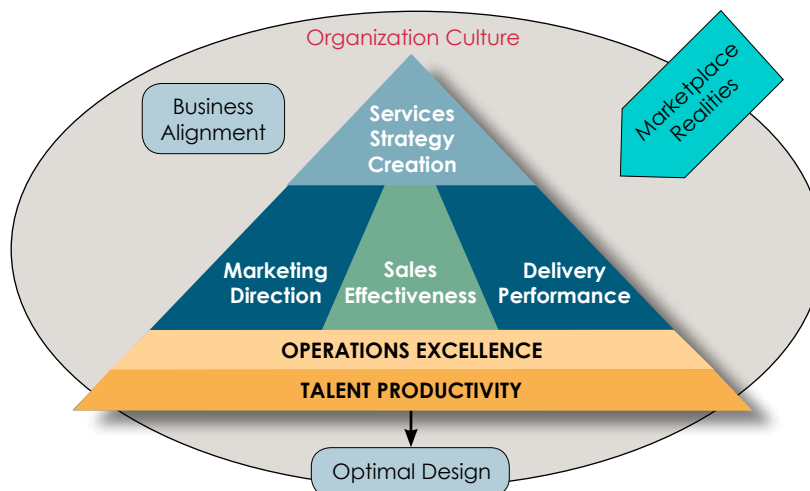
Take the guesswork out of your business by using industry benchmarks and best practices to focus your improvement efforts. Alexander Consulting assessments help services organizations gather, synthesize, and use information to drive positive change. Implementing our assessment findings will help you:

- Increase productivity
- Maximize financial performance
- Achieve consistency
- Create competitive advantage

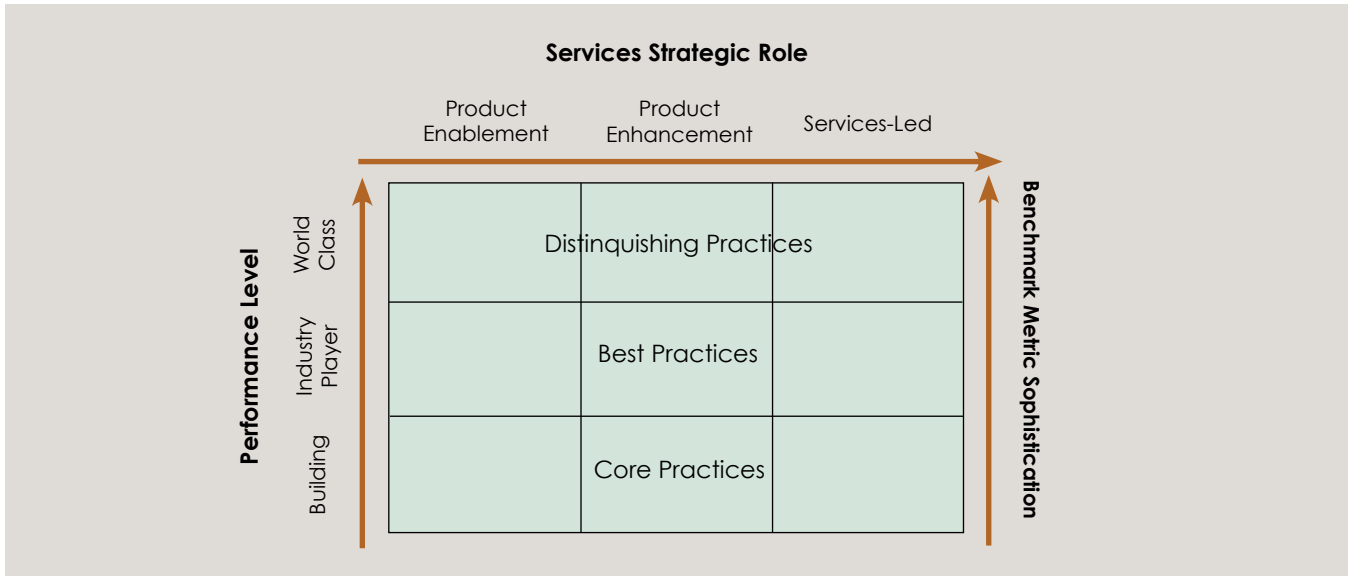
The Services Strategic Potential Assessment						
Success Factors	SD		Rating		SA	
1. Your product is mission-critical to your customers.	1	2	3	4	5	
2. Your product is highly complex.	1	2	3	4	5	
3. Buying your product takes a big investment.	1	2	3	4	5	
4. If your product does not perform, the result is highly visible.	1	2	3	4	5	TOTAL SCORE =
5. Your customers are not sophisticated (when it comes to understanding your products and the issues they address).	1	2	3	4	5	
6. Your executives are services savvy.	1	2	3	4	5	

Services Strategic Potential Assessment: Answers the six questions that determine the services strategic potential for your organization. This will help determine the appropriate services strategy and size and type of services investment warranted. This is a fast and easy way to test a relationship with Alexander Consulting.

Readiness Review: 10 Areas of Consideration



Readiness Reviews: Examines the 10 factors that drive success or failure in leading positive services change. Helps you determine the amount of change that is realistic and highlights the areas that need emphasis. Depending on your issues and needs, we can examine all 10 factors or only one or two.



Market Intelligence: Defines the realities of the market plus the strengths and weaknesses of key competitors relative to your strategy and capabilities. A key step in creating competitive advantage.

Voice of the Customer Research: Make services decisions based upon customer facts not internal guesses. Build profitable services portfolios that customers need, want, and will pay for. We can do it all, collaborate with you, or train your people how to do it.

Sales Effectiveness Audit

Many organizations that sell services are frustrated by their current services sales efforts, as services are either given away as part of a product sale or heavily discounted. Ongoing services research conducted by Alexander Consulting supports this continuing problem.

So how do you get your arms around how your process and the sellers of services (product sales, services professionals, technical talent) are performing against best services sales practices and how best to fill the gaps? The answer is a services sales effectiveness audit.

“I have worked with Alexander Consulting in a dozen Emerson companies over the last 10 years. They are top professionals who combine business expertise with services know-how that guides an organization to valuable results and improvements.”

*Robert M. Yopko
Former Vice President, Emerson Global Services
Emerson Electric Company*

Services Standards Audit

The Service Capability & Performance (SCP) Service Standard is the definitive benchmark of service quality in the technology industry. Created by a consortium of leading technology companies in cooperation with Service Strategies Corporation, the SCP Service Standard defines best practices for delivering services. The standard quantifies the effectiveness of professional service operations, establishes a foundation to build on existing quality processes, and provides a clear focus on measurable results.

Services Marketing Outsourcing/Out-tasking

Marketing services is different from marketing products. If you don't have true services marketers on board, why not farm it out to experts? We can handle all aspects of your services marketing from creating a services strategy to messaging to specific campaigns in a turnkey agreement. Or we can handle specific aspects of services marketing for you such as e-newsletters and other aspects of social media.

Partner/Acquisition Search

We use our marketplace knowledge and industry contacts to confidentially find and screen potential businesses to either acquire or to partner with.

Criteria	Rating				
	Low				High
1. Business Fit	1	2	3	4	5
2. Capabilities	1	2	3	4	5
3. Partnership Attitude	1	2	3	4	5
4. Non-Competitive	1	2	3	4	5
5. Potential Revenue	1	2	3	4	5
6. Services Fit	1	2	3	4	5
7. Marketplace Credibility	1	2	3	4	5
8. Sales Strategy	1	2	3	4	5
9. Geography Coverage	1	2	3	4	5
10. Cost Model	1	2	3	4	5
11. Timing	1	2	3	4	5
12. Technology Fit	1	2	3	4	5
13. Resources (e.g, feet on the street)	1	2	3	4	5
14. Strategic Direction	1	2	3	4	5

Leadership 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?

Training

Superior knowledge, skills, and mindsets are critical components of competitive advantage. "Off-the-shelf" training packages just don't cut it for all but the most basic applications. Alexander Consulting offers services-specific training developed by services experts that is tailored to the issues of your organization. Our systematic, practical approach focuses on the critical knowledge, skills, and tools required to make immediate improvements in performance. Our most popular workshops include:

- Selling Services: Tools and Techniques for Top Performance
- Marketing Services: 10 Steps to Competitive Advantage
- Becoming a Trusted Advisor: Relationship and Consulting Skills for the Technical Expert
- Account Management Workshop: Increasing Customer Loyalty and Generating New Business
- Leading Services in a Technology Company: Taking Your Organization to the Next Level of Performance

"As a result of the services training conducted by Alexander Consulting, CDI was able to close several professional services consulting engagements worth over \$10 million dollars in two months!"

*LeRoy Ruggerio
Vice President
Technology and Professional Services
Computer Design and Integration*

Speaking

James “Alex” Alexander is a keynote speaker and workshop leader to business audiences around the world. He has spoken to groups in the U.S., Canada, Mexico, France, Austria, U.K., Sweden, Norway, Finland, Germany, Netherlands, Belgium, Denmark, Australia, Japan, Malta, Singapore, and Thailand.

Alex’s presentations are noted for the quality and innovation of the content and the expertise and energy with which they are presented. He is consistently ranked in the top 10% of all speakers. Have a group you want to motivated about the potential of services or make more comfortable in making the complex sale? Contact us.

WHY ALEXANDER CONSULTING?

Services Specialists

Founded in 1994, Alexander Consulting is a boutique strategy firm—we help companies create and implement services strategies, period.

Deep Experience

We have decades of hands-on work in the services field. This experience provides the subject-matter expertise required to understand the marketplace realities, establish realistic options, avoid common pitfalls, and tailor recommendations most appropriate to our clients’ unique situations. We help you be successful faster and easier.

Research Is a Core Competency

Our ongoing program of research is the standard for the industry and is embraced and endorsed by most of the leading voices of services including Arizona State University’s Center for Services Leadership, PSVillage, The University of Maastricht’s Services Leadership Program, and the *Professional Services Journal*.

Impartial Advice

We do not sell hardware or software, we do not compete with our clients in any way, nor do we have interlocking interests with other industry suppliers. You can be assured that you will get open-minded recommendations without the concern of bias driven by self-gain.

Senior Advisors Only

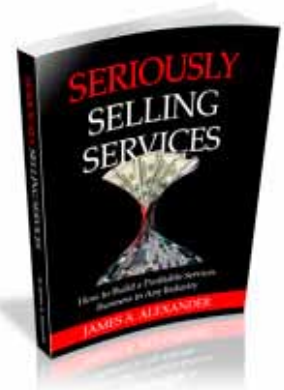
No green beans off the yellow school bus! When you deal with Alexander Consulting, you only deal with senior-level people—individuals who are comfortable giving candid insights even when they may challenge your assumptions and

“Alexander provided professional service sales training for participants from 19 countries with a diverging knowledgebase. The results were fantastic. Alexander Consulting was the ideal partner. We will definitely engage them in the future.”

*Karl Promberger
Business Unit Manager, Managed Services
S&T Group*

“I find Alexander Consulting to be innovative in their approach and very results-oriented. They deliver the value they promise and work with you to find real solutions, not just identify old problems.”

*Tom Schlick
COO
XATA*



views. Note that Alexander Consulting has a network of services experts around the globe. Professionals from this group are added to a project team when specialized capabilities are needed.

100% Satisfaction Guarantee

If you are not completely satisfied, you pay what you think our efforts are worth. All we ask is to learn from your candid feedback. We are proud that in our 17-year history, no organization has ever enacted this pledge.

THE FOUNDER



James "Alex" Alexander, Ed.D.

Alex is a services thought leader and the premier researcher, writer, and speaker on the topic of services strategy. He has published over 100 articles, four white papers, and five research reports, as well as three books, the most recent being, *Seriously Selling Services: How to Build a Profitable Services Business in Any Industry*. This book serves as a benchmark and personal guide to many executives wanting to understand their services potential and the actions required to make a services business work.

Alex 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.

"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*

The Company We Keep

We are proud to have the pleasure of working with great organizations from all around the world. Below is a partial list of Alexander Consulting clients:

3M	Dictaphone	Kronos	Shell Oil
Advent Software	Diebold	Liebert Global Services	Sony
Agfa HealthCare	Dionex	MicroAge Canada	Stratus Technologies
Allstream	Eclipse	MMIC	Stratasys
Avatech	EDS	Motorola	S&T
Athens Group	EMC	Philips Healthcare	Taleo
Bentley	Emerson Electric	Petris	TetraPak
Branson Ultrasonics	Ericsson Latin America	Plumtree Software	Thomson Group/Grass
Canon Europe	Fujitsu	QAD	Valley Group
Caterpillar	Gambro	Qualcomm	Timberline Software
Chromalox	Gedas/Volkswagon	Respironics	Toro
Cisco	Halogen Software	Ricoh	U.S. Department of Commerce
Compaq Latin America	Intel	RSA Security	Wesco
Computer Design & Integration	Jacada	Sealed Air	XATA
Datatel	Kodak	Semiconductor Insights	Xerox
	Konica Minolta	Sharp Electronics	

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