

Positioning Services Value

By Carol Ann Livernoche & Suzanne Rabauer

In recent years, it seems that people have become quite cynical about services in general. As an everyday consumer, think about the most recent experiences that you had where levels of service exceeded your expectations. Now think about the situations where you were disappointed in the service you received. I'll bet that the list of bad services experiences is much longer than the good.

What that means to the organizations of the world is that they are being forced to take a closer look at what service levels are doing to their customers and market share. Whether you're talking about a tele-services professional or strategic business consultant, all service representatives of an organization create impressions with customers and prospects.

With this in mind, it is more important than ever to be able to identify and communicate the value of the services that you provide. It's all fine and well to have the latest and greatest product, but without stellar services to support that product, its value diminishes very quickly.

When looking at how you can effectively position your services value to a customer – you must adhere to some basic rules:

- **First**, you need to gain better insight into your customers (and influence) by uncovering their business goals, challenges, and priorities
- **Next**, leverage the information gained by using it to position and link your solution's capabilities with your customers strategic business requirements
- **Finally**, be able to clearly understand and "deliver on promises"

The value of the services you provide is an attitude that everyone is responsible for – because ultimately it is the key to effectively positioning the value of your solution over alternatives. Exceptional service value fosters best practices in meeting and exceeding customer expectations. ***Customers chose to engage your services for two reasons:***

- You as the vendor have effectively positioned your solution(s) to meet their specific needs

- Your solution will help them achieve their strategic business goals and objectives

World class services organizations know that a customer' satisfaction and their willingness to "buy again" depends as much on the services experience as the product or solution that they purchased. Your services professionals define your client relationships, so make sure that you are doing the right things to establish and nurture long-lasting partnerships. When it comes to business value, you can't afford to ignore the importance that customers put on service.