

# Professional Services Overview

## Accelerating Professional Services Performance

Professional Services represents one of the largest untapped revenue growth opportunities. While many companies have achieved notable growth in their professional services business, others have not fully leveraged the potential of both selling and delivery services. Typical reasons include:

### Services Sales:

- Lack of a well defined sales process
- Inability to articulate a compelling services value story
- Not positioning services as a strategic part of the overall solution
- Inability to leverage services as a competitive differentiator
- Improperly setting customer expectations
- Selling to the wrong audience

### Services Delivery:

- Not recognizing or activating additional opportunities
- Wrong pricing model
- Inefficient operations
- Unable to manage customer expectations
- Unable to achieve trusted advisor status
- Poor transition from sales



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## Helping Your Service Professionals:

- Understand how they compare to the industry in the area of pricing, packaging and delivery of professional services
- Develop and deliver a strong position during the sales cycle
- Recognize the importance of having a crisp and compelling professional services value story and how to use it
- Clearly articulate your professional services value story
- Position professional services early in the sales cycle
- Increase your ability to meet the needs of your customers
- Shorten the professional services sales cycle
- Help customers understand the value they receive for the services you deliver

# Professional Services Performance Blueprint

The InfoMentis Professional Services Performance Blueprint illustrates the strategy and execution elements for a successful services business. We use this blueprint as a guide to assess your current practices, compare them to industry best practices and identify areas for improvement.



InfoMentis helps organizations address the key service revenue drivers that have the most favorable impact on the overall revenue, margin and ultimately, shareholder value. These include:

- Increase revenue and margins
- Improve utilization
- Maximize customer satisfaction and loyalty
- Close larger services deals
- Optimize productivity
- Activate additional opportunities
- Improve attach rate
- Up-sell additional products
- Broaden account penetration
- Increase overall customer retention
- Reduce discounting and negotiation
- Elevate account relationships
- Up-sell premium services
- Optimize services pricing strategy

Whether you need to overhaul your entire services business or simply take it to the next level, InfoMentis has the experience and services to help you get the performance you need.

# Professional Services Offerings

## Professional Services Health Check

Using a well-defined methodology for performance analysis and leveraging our Professional Services Benchmark Study, this engagement takes an in-depth view of your professional services business. Using the data captured in the benchmark study, we will assess your current professional services practices, compare them to industry best practices and identify areas for improvement. As a deliverable, specific actions are identified that will have a positive effect on your productivity, costs and revenues.

## Workshop: Mastering the Consulting Sale

Developed using learning objects that are tailored specifically for you, this workshop is created for those who position and sell consulting services. It focuses on gaining a deeper understanding of the prospect's business issues and more effectively developing and positioning your professional services solutions.

## Workshop: High Value Consulting

This workshop is designed to equip consulting teams and their leaders to more effectively deliver customer value in all engagements, and to learn to recognize and activate additional opportunities at existing customers. With a solid understanding of the customer's needs, consultants will learn behaviors and skills that will increase the perceived value of the engagement in the eyes of the customer.

## Professional Services Sales Tools

Leveraging a crisp services value story, these tools are designed for all customer-facing roles that are responsible for selling services. These tools will help you highlight your key selling features and the benefits of your services offerings. Key program topics include:

- Services value story
- Key messages and benefits
- Messages by audience
- Key services features and strengths of your services offering
- Competitive differentiators
- Typical customer objections with talking points
- Understanding the business value of your services

## Services Packaging Development

InfoMentis works closely with your team to develop packaging that provides value to your customers while protecting your ongoing revenue. We will review:

- Packaging considerations
- Packaging techniques and building considerations
- Pricing strategies
- Global considerations
- Administrative, legal, and operational consideration

## A Representative List of InfoMentis Professional Service Clients:

- Advent Software
- Fiserv / CheckFree
- IBM / Internet Security Systems
- Manhattan Associates
- McKesson
- NetApp
- Oracle

## What Our Clients Have Said:

"I am thrilled with the concepts learned and reinforced. Great class because it challenged all of us to get outside the comfort zone."

*Applications Consultant Manager,  
Aprimo*

"I was very impressed! Really enjoyed it and felt like I gained a lot of knowledge."

*Sales Engineer,  
Cisco*

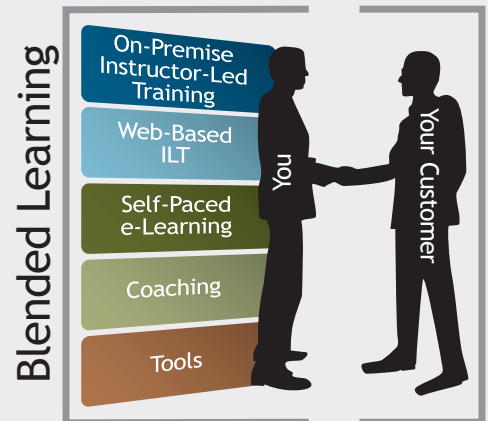
"I like having a structure to strategically engage with our customers, identifying their main goals and establishing an internal work plan."

*Services Delivery Professional,  
Oracle*

## Services Value Story Development

It is essential that your team can articulate the value that your services provide. We will help your team develop and deliver compelling messages to your prospects and customers:

- Build a strong services value proposition
- Identify competitive differentiators
- Create a services marketing plan for communicating your value story
- Develop marketing collateral and campaigns



## InfoMentis Can Help You Get There!

InfoMentis has the experience, tools and expertise necessary to move your professional services operations from good to great even as competition increases.



**InfoMentis**  
mindshare momentum

### About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.

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