

The Art of Selling Services



Housekeeping Items

				
<p>One hour webinar 45 minutes of presentation 15 minutes Q & A</p>	<p>All phone lines will be placed on mute</p>	<p>Please enter questions into the chat box</p>	<p>This Webinar is being recorded</p>	<p>The Slides and recording will be available after the presentation</p>



Tim Short

TODAY'S PRESENTER

VP Global Customer Experience, KeyedIn

As the VP of Professional Services at KeyedIn, Tim brings over eighteen years of project and portfolio management, employee, business leadership and overall customer success experience. He has a track record of proven success in growth oriented and change needed organizations through knowledge and implementation of best practices, strategy, process improvement and change management.



Today's Agenda

- ✓ Professional Services is more than service
- ✓ The Business of PS
- ✓ Sales without selling
- ✓ Taking it up a notch
- ✓ Summary Wrap Up / Q&A



Trip To Thailand

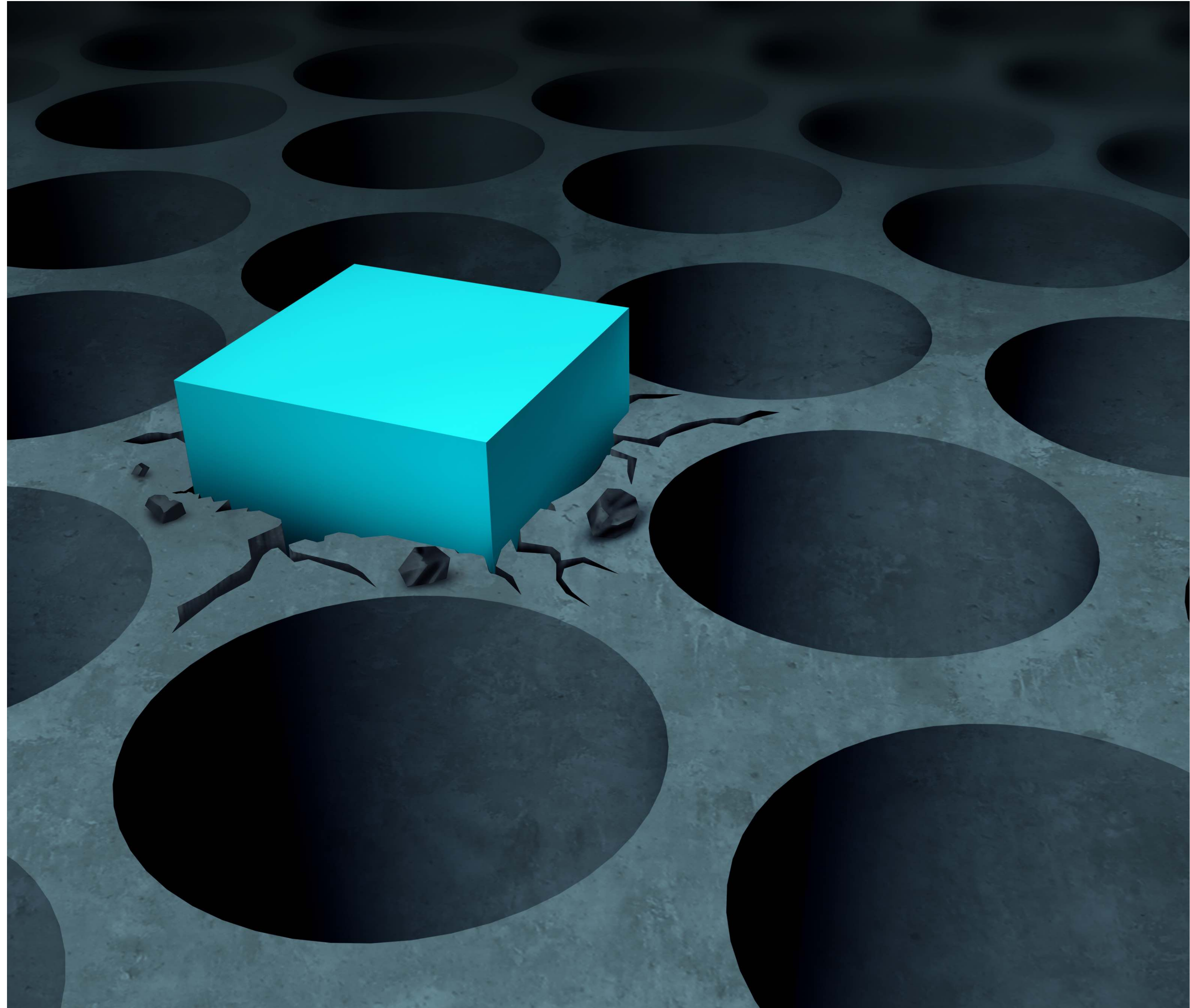
HELP!



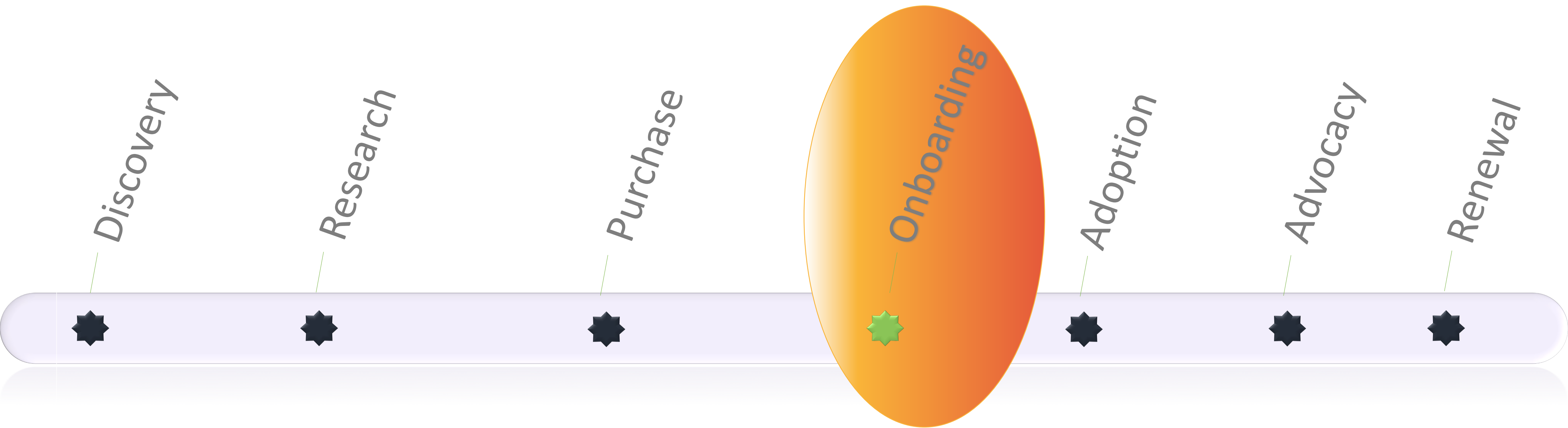
Sales in Services- Does it belong?

Conflicts with customer
interest

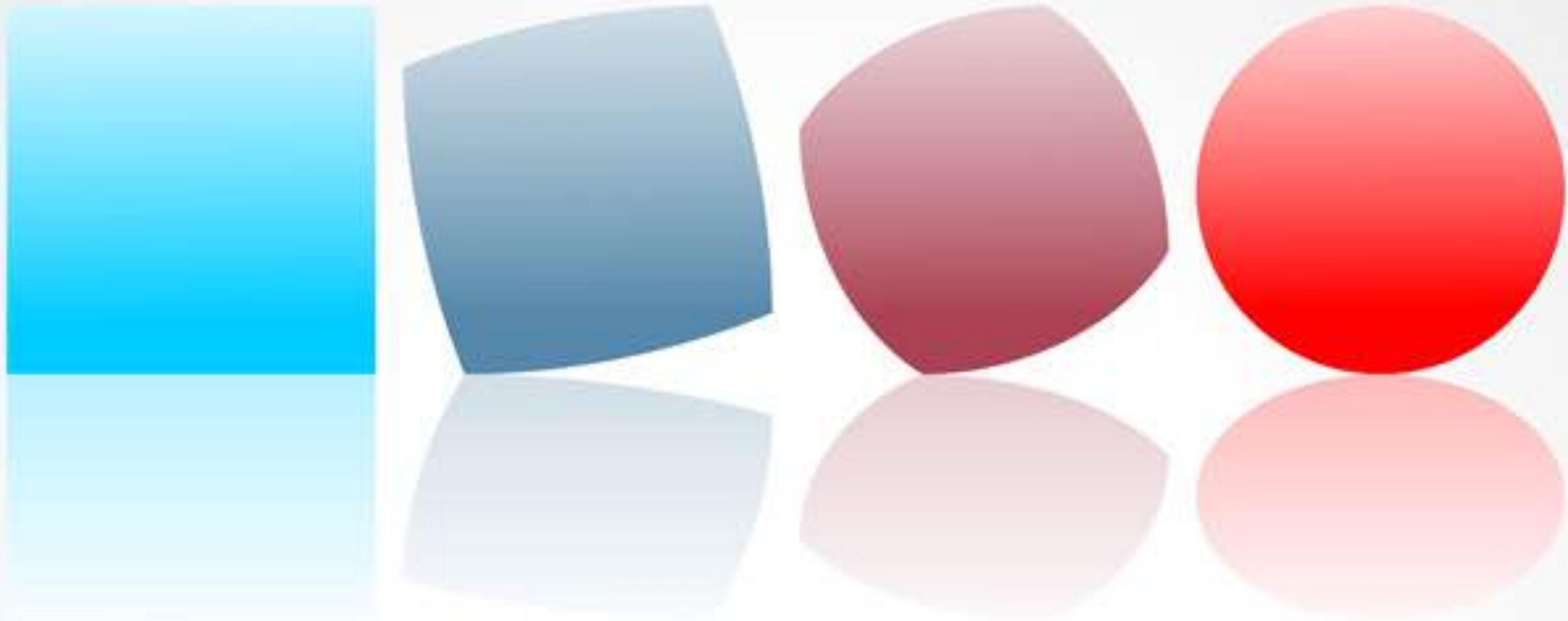
Team members not
equipped to sell



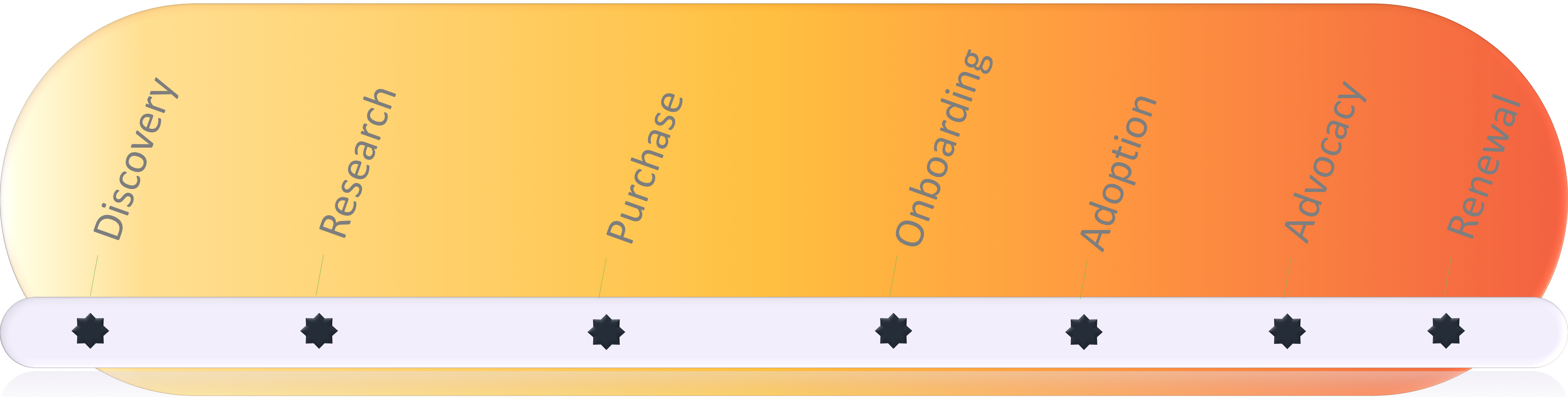
Historical Services Role in Customer Journey



Time to Adapt



Current Services Role in Journey



How much of the journey do you control?

What does selling look like?

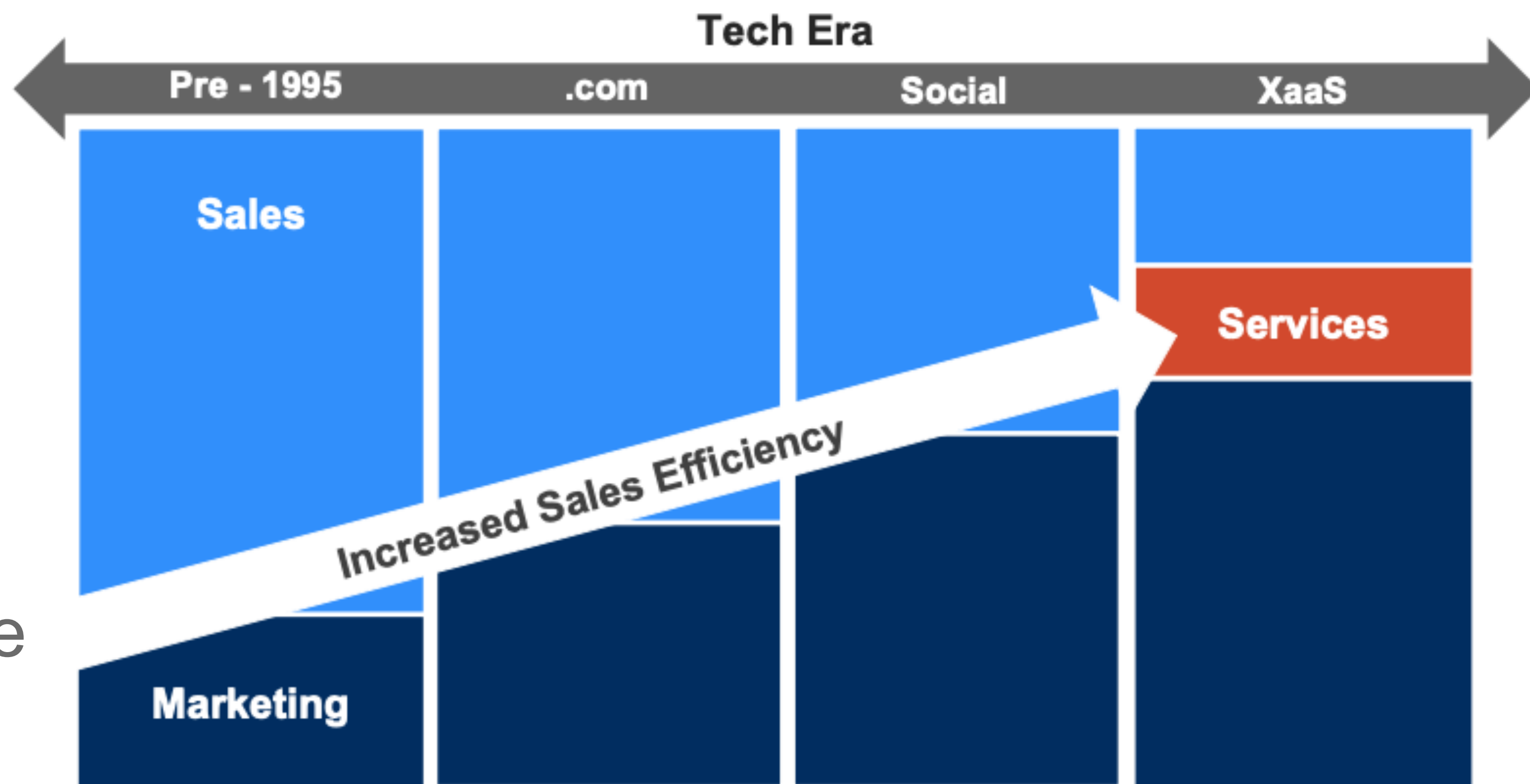


What does selling look like?



How Did We Get Here?

- Relationship selling
- Professional services as a business
- Services teams make up a significant portion of revenue



*Steve Frost *What Services Teams Can, Should and Shouldn't Do in Selling*, TSW 2018

The Business of PS

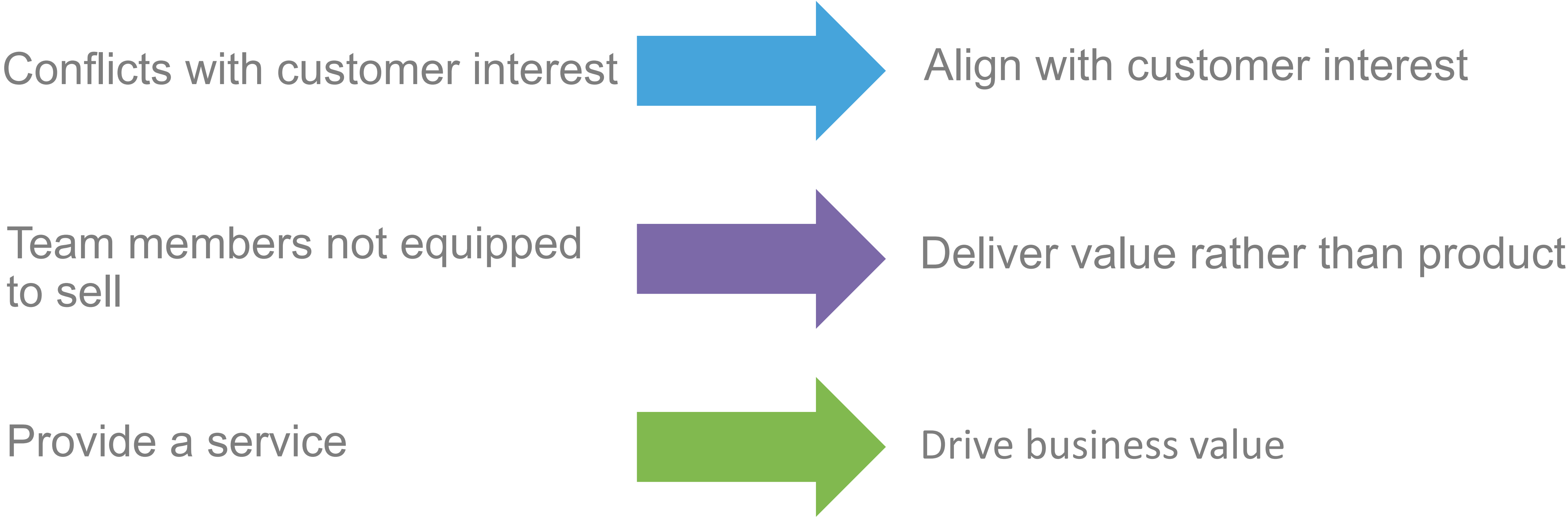
Services teams members must:

- ✓ Be trusted advisors
- ✓ Become a profit center
- ✓ Drive efficiency through institutionalized best practices
- ✓ Take customers on a instrumented and measured journey



Adapt to Changing Business Needs

Change the Perspective!



Value Based Selling – Taking it up a notch

- Know your business, have credibility – focus on helping / providing value to the customer, not on “selling”
 - The customer may have only done this once, how many times have you done this?
- Find the mutually beneficial outcome
- Embrace the product – believe in what you are offering



Finding the Balance

Key Focus Areas



Allocate Resources

- Find the best person for the job
- Maintain utilization and track actuals
- True capacity planning for better staffing



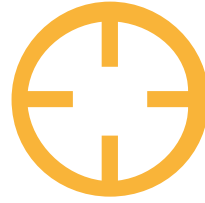
Open Communication

- Communicate early and often with customers
- Flag issues early and set expectations
- Have the conversation



Continuous Improvement

- History and experience to improve precision
- Assessment of resources skill level
- Use complexity of work to adjust timelines and set deliverable schedules



Narrow Focus

- Provide guidance but don't over advise
- Encourage negotiation among stakeholders
- Deliver to targets, not time



Removing Obstacles

- Simplify workflows and process wherever possible
- Know when to make the ask and who to involve
- Get involved early

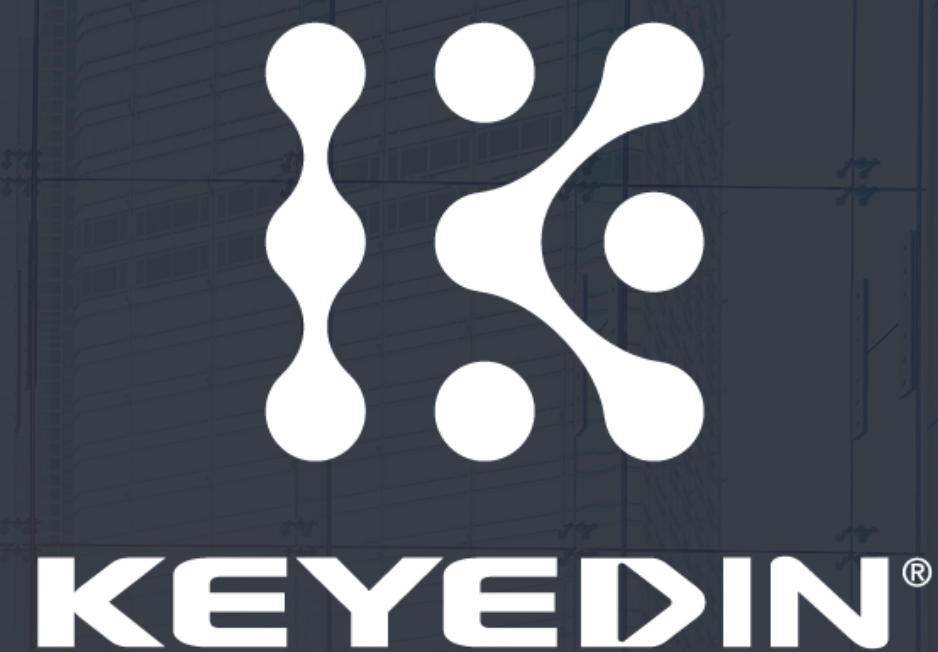
Luxury Travel Experience – Scott Dunn Travel

- Asked Questions
- Provided a complete Agenda (Journey)
- Simplified Buying Experience (Fixed Fee)
- Led us when we were uncertain
- Regular Follow Up
- Assurance and insurance
- Excellent *EXPERIENCE* (so far)

- www.scottdunn.com



“It’s not about having the right opportunities. It’s about handling the opportunities right.” -*Mark Hunter*



Work Smarter. Not Harder.

Keyedin simplifies and automates the work of PS and PMO teams, so they can be more efficient and deliver better results.

1

FOUNDED 2011

Founded by George & Lauri Klaus (Epicor CEO & SVP)

2

ACQUIRED SAAS SOLUTIONS - 2012

Acquired Atlantic Global now (Keyedin Projects)

3

PPM / PSA

Specializing in Project/Portfolio and Resource Management



QUESTIONS?

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[in](#)





THANK YOU
