

# JAMES "ALEX" ALEXANDER



**Powerful Presentations:  
Building BRILLIANT SERVICES within Product Companies**

**What could brilliant services do for your organization?  
Rock out customers and lock out competitors.**

An **executive briefing** is a great way to kickstart your services initiative by understanding the pluses and minuses of strategic services choices and learning how to minimize risk.

A **keynote speech** is a powerful tool to get your message across and speed commitment and motivation to your services strategy.

## PRESENTATION TOPICS: PREACHING THE GOSPEL OF BRILLIANT SERVICES

- **Building a Brilliant Service Organization.** Inspire your organization by learning what it takes to build, lead, and implement brilliant services within a product company. Learn the how and why to move from product-centric to services-led solutions.
- **Transitioning From Free to Fee.** Tired of giving away or deeply discounting services? Learn the five strategies for making this transition and the one strategy that works!
- **Seriously Selling Services.** Selling services is different from selling products...way different. Find out the secrets of turning your box pushers into sellers of the invisible.
- **Becoming Brilliant Services Professionals.** Learn the five capabilities needed to turn your technical experts into brilliant services pros. Help your frontline personnel learn how to build trust and discover that selling is not evil and that everyone has a role in selling.
- **Strategic Customer Success.** Want to lead the parade instead of following the herd? Learn what it takes to make customer success a business strategy, not a tactical function.

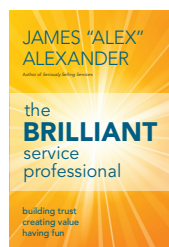
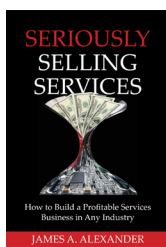
*All of Alex's presentations are supported by his research projects and professional experiences.*

*NOTE: Dr. Alexander tailors all speeches, seminars, and workshops to address the specific critical issues of your organization.*

## STELLAR CREDENTIALS

- Helping build brilliant service since 1994.
- Selected as the "Services Pundit" for the 2003 IBM Global Services Headlights program.
- Chosen as the e-business subject-matter expert for U.S. Commerce Department's Inter-American E-Business Fellowship Program.
- University professor in the U.S., Mexico, and Europe.

## NOTED AUTHOR AND RESEARCHER



*"Alexander is Tom Hopkins, Harvey Mackay, and Malcolm Gladwell all rolled into one."*

*Chris Zane, author of Reinventing the Wheel:  
The Science of Creating Lifetime Customers*

## BLUE CHIP CLIENTS

Advisor to big-brand companies such as:



## GLOBAL SAVVY

Engaged audiences around the world, including the U.S., Canada, Mexico, France, Austria, U.K., Sweden, Norway, Finland, Germany, the Netherlands, Belgium, Denmark, Australia, Japan, Malta, Singapore, Switzerland, Thailand, Kuala Lumpur, China, Korea, and Saudia Arabia.

"Alexander oozes credibility. He quickly aligns with the audience and gets the service message across powerfully in a way that not only educates but motivates."

*Bob Yoko  
Global Vice President of Service  
Emerson Electric*

"Alexander provides an unmatched, practical road map for senior executives who are ready to execute a serious services strategy."

*R. Gary Bridge, Executive Vice President  
Cisco Systems, Inc.*

"Dr. Alexander is an energetic, dynamic speaker who knows what he is talking about. He does his research and has all the facts about his subject matter. He has spoken at our global conference on several occasions and I highly recommend him."

*Claudia Betzner, Executive Director  
Service Industry Association*

"Alexander's strong credibility as a consulting practitioner and his engaging presentation style combine to make him a big success in addressing my organization."

*Rick Welch, Vice President Professional Services  
RSA Security Inc.*

"Alexander's suggested approaches and practices really work. We've developed a services-led approach to driving software sales and seen a double-digit increase in margins by implementing his recommendations."

*Liz Murphy, Chief Client Officer  
Datatel, Inc.*

"He has a wonderful way of opening people's eyes, engaging them, while not being threatening. He's made us a believer in services."

*Billy Gamble, President  
WESCO*

"If you are serious about services, listen to Alexander."

*Eric Bakker, CEO  
Computer Design & Integration LLC*

"Alexander is definitely a thought leader in services. Not only does he have a great base of knowledge, he is an excellent communicator."

*Patrik Melander, Director, Network Consulting  
Ericsson Latin America*

***If service brilliance is what you seek, bring Alex in and hear him speak.***

Contact Alex at 239.671.0740 or alex@alexanderstrategists.com.