

Professional Services Survival Strategies: Everything You Need to Survive and Thrive in 2007

A Webinar Series

**ONLY
\$99**

This monthly Webinar series is a “Can’t Miss” event for those who want Professional Services success. Conducted by industry leader Dr. Jim Alexander, the Survival Strategies Webinar Series gives you a strategic competitive advantage.

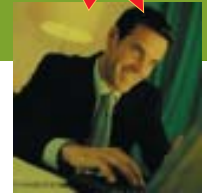
Designed to help your organization in specific areas of execution, our Webinars cover the skills required to lead a professional services organization, how to sell professional services, how to realize the fullest potential of your technical experts, the specific strategies involved to succeed, and marketing solutions to drive demand.

Alexander Consulting has delivered training, workshop, and consulting services to many of the world’s leading and up-and-coming companies. If you would like Alexander Consulting to conduct a private seminar, training session, or workshop for your company, please let us know.

Our Webinars are
guaranteed
for your complete
satisfaction
or you will receive a
full refund.

The Five Fatal Flaws of Professional Services Marketing: And How to Avoid Them *September 18*

Over 50% of professional services executives feel that their approach to marketing is not effective! There are good reasons for this. Learn where the stumbling blocks are and how to turn them into stepping stones. Participants will learn the five most common errors (fatal flaws) that marketers of professional services make, the major negative consequences that result, and, most important, the steps to take to avoid them.



Getting, Growing, and Keeping Top Talent *October 16*

Organizations that target the talent in their workforce produce much better results than those that don’t. As marketplace realities shift, your business focus on your top talent should be repositioned to better support the new strategy by changing the expectations, knowledge, skills, and mindset required to succeed. This Webinar is research-based, field-proven stuff-that-works. You will learn techniques for recruiting, hiring, developing, retaining, and getting elevated performance from your top talent.



Awesome Service Recovery: The Quickest Route to Client Loyalty *November 20*

One of the most powerful loyalty drivers available to professional services organizations comes from situations most of us dread: screw ups—the implementation that never worked or the problem fix that never stuck. Learn how to embrace problems to build relationships and maximize your value to your clients. Awesome service recovery is an excellent way to create clients for life. The very things that result in a hassle for you and a headache for your client are marvelous opportunities to turn chicken feathers into chicken soup.

Writing Powerful, Winning Proposals *December 18*

Are you winning 75% of your proposals or more? If not, why not? Learn how to craft powerful proposals that create confidence and urgency and win more business. To get the client to act on your proposal requires confidence in you and your organization to deliver the promised goods and enough personal urgency from the client to make (sometimes painful) organizational and personal change. Writing Powerful, Winning Proposals will show you how to research, write, and deliver proposals that win more deals!

Full Webinar descriptions and
registration details are available at
www.alexanderstrategists.com.

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AT-A-GLANCE

Date

Third Tuesday of each month.

Time

All sessions are 12 noon EST / 9 a.m. PST.

Duration

60 minutes.

Who Should Attend?

All professional services executives, managers, and professionals interested in improving personal and organizational performance.

Cost

\$99 per person or \$249 per company location.
(Fill the gymnasium – we encourage it!)

Slides

Yes, you get the slides that go with each session.

Questions?

Please contact Jim Alexander
at info@alexanderstrategists.com
or 239-283-7400.



ABOUT YOUR PRESENTER



Dr. James Alexander, founder of Alexander Consulting, is a services thought leader and the premier researcher, writer, and speaker on the topic of professional services strategy. He has authored or co-authored dozens of articles, white papers, research reports, and books.

Jim 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.

Jim is a renowned expert on identifying critical service trends and issues, defining benchmarks and best practices, and clearly articulating this information to the business world. He is a trusted advisor and executive coach to many senior executives of leading services organizations, helping them navigate the journey from business-as-usual to business-as-exceptional—high-performance, professional services businesses.

What Others are Saying About Alexander Consulting Webinars:

"Very instructional, interactive, and fun! Enjoyed learning from such an experienced professional."

- Patti Autry, Director,
SITI Consulting Shell Oil

"Excellent! Kept me engaged and showed me different perspectives. Highly recommended!"

- Kash Maniar, Managing Principal
Lucent Technologies Professional Services

"The program is a MUST for all service marketing and sales professionals."

- John Sellman, Global Services Marketing,
Emerson Process Management Power & Water Solutions

"Better than good! I will recommend it to my company and peers."

- Bill Allen, Director,
U.S. Fujitsu