

The Brilliant Service Professional

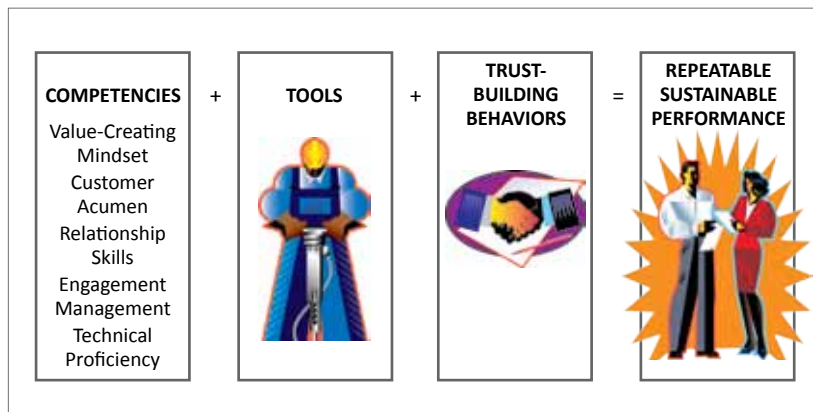
Building Trust, Creating Value, Having Fun

A new book from author and services pundit
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Senior managers from all types of businesses in all types of industries are discovering that one role takes the spotlight in deepening key relationships with key customers. Whatever title individuals in that position are given—field service technician, support engineer, implementation consultant, services account manager, resident engineer, technical account manager—no one has more potential impact on the success of your key customers and your company than your service professionals...no one. High-performing service pros are where the action is, orchestrating a superb customer experience, proactively preventing problems before they occur, leveraging their relationships to rock out customers and lock out the competition.

The Attributes of the Brilliant Service Professional



Results

When service professionals rock, the outputs are repeatable, sustainable, value-adding performance. The impact is huge: Loyal customers get phenomenal value from their investment in your company and sing your praises far and wide. Your company achieves strong, profitable growth in both products and services and locks out the competition.

Trust-Based Behaviors

Brilliant service professionals get brilliant results by behaving differently from average service providers. They must do many things well, but BSPs act in ways that quickly build and maintain integrity.

Key Theme Examples

- Executives changing expectations of the service provider.
- What BSPs do that others don't do.
- How the BSP influences with integrity to help the customer become more successful.
- Potholes on the path to perfect performance.
- Why under-promise and over-deliver is a bad idea.
- How to establish trust fast, using the seven trust-building behaviors.
- Understanding the three types of customers, and how to handle each one.
- How to plan for and engage customers in worthwhile conversations.
- Understanding how to create value.
- Effectively working with sales and other departments.
- The service pro's role in helping get new business.
- How to say no with confidence and style.
- Building your personal brand.
- Avoiding scope creep.
- Mastering your work-life balance.
- Scores of brilliant practices that you can implement immediately.
- Other good stuff.

Tools

The service rock star is a big believer in using tools. He enthusiastically embraces any checklist of required actions, set of practices, or relevant case study that can help him retain quality while doing his job faster and easier.

Competencies

Five competencies are integrated within the BSP:

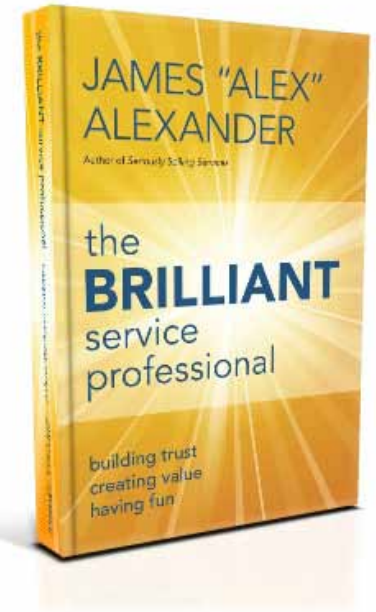
1. **Value-creating mindset.** The brilliant service professional possesses a view of life based on creating value. He understands the big picture and collaborates with customers and colleagues to deliver business results and personal wins. Examples of this value-creating mindset are provided throughout the book.
2. **Customer acumen.** The brilliant service pro knows a lot about his customers. He understands his customer's industry, his customer's markets, his company's competitors, and his customer's competitors. Furthermore, he is savvy about business in general.
3. **Relationship skills.** The brilliant service professional knows that relationships are what matter in work and in all aspects of life. He is a master of the four core relationship skills of *listening with intensity*, *probing with purpose*, *presenting powerfully*, and *acknowledging concerns*. These four vital skills are discussed in depth in Chapter 4.
4. **Engagement management.** The BSP understands how engagements are run, how problems are solved, and how to best interact with the customer.
5. **Technical proficiency.** The brilliant service pro knows enough about his technology, products, and services to get things done. Interestingly, deep technical know-how is not vital in most situations.

So there you have it: Five competencies that are enhanced by tools and mobilized by trust-building behaviors that will yield the results that customers crave and executives yearn for.

Who Should Read This Book?

This book is designed for **anyone in business who touches the customer**, especially:

- **Business-to-business (B2B) service providers.** From the field service technician fixing equipment, to the customer support engineer dealing with tough software problems over the phone, to the technology consultant advising executives in the boardroom, all B2B services providers will see immediate relevance.
- **Business-to-consumer (B2C) service providers.** From the phone company response center associate directing calls, to the local cable installer connecting residences, to the financial stockbroker vying for new business, all B2C service providers will gain quickly by applying the concepts found in this book.



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