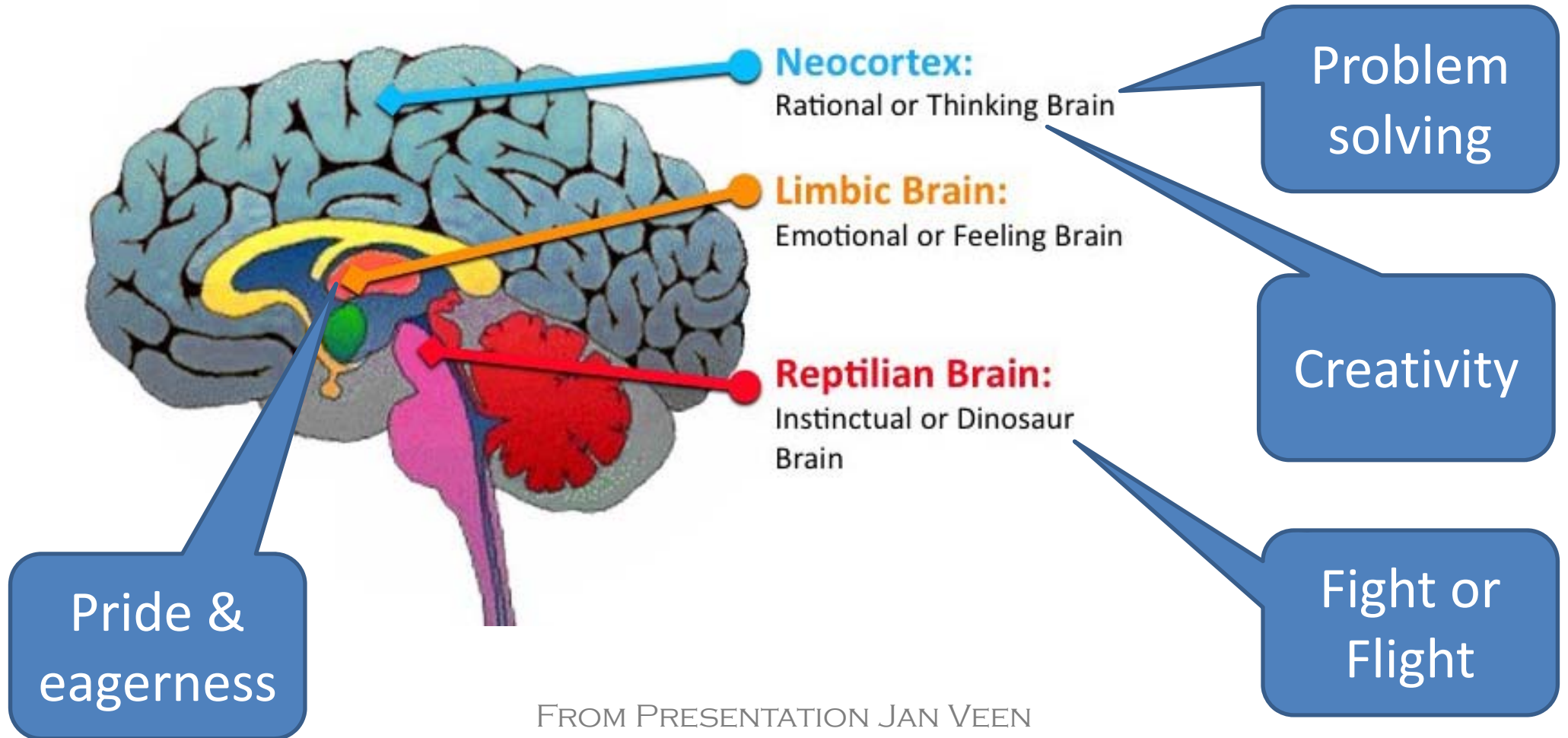


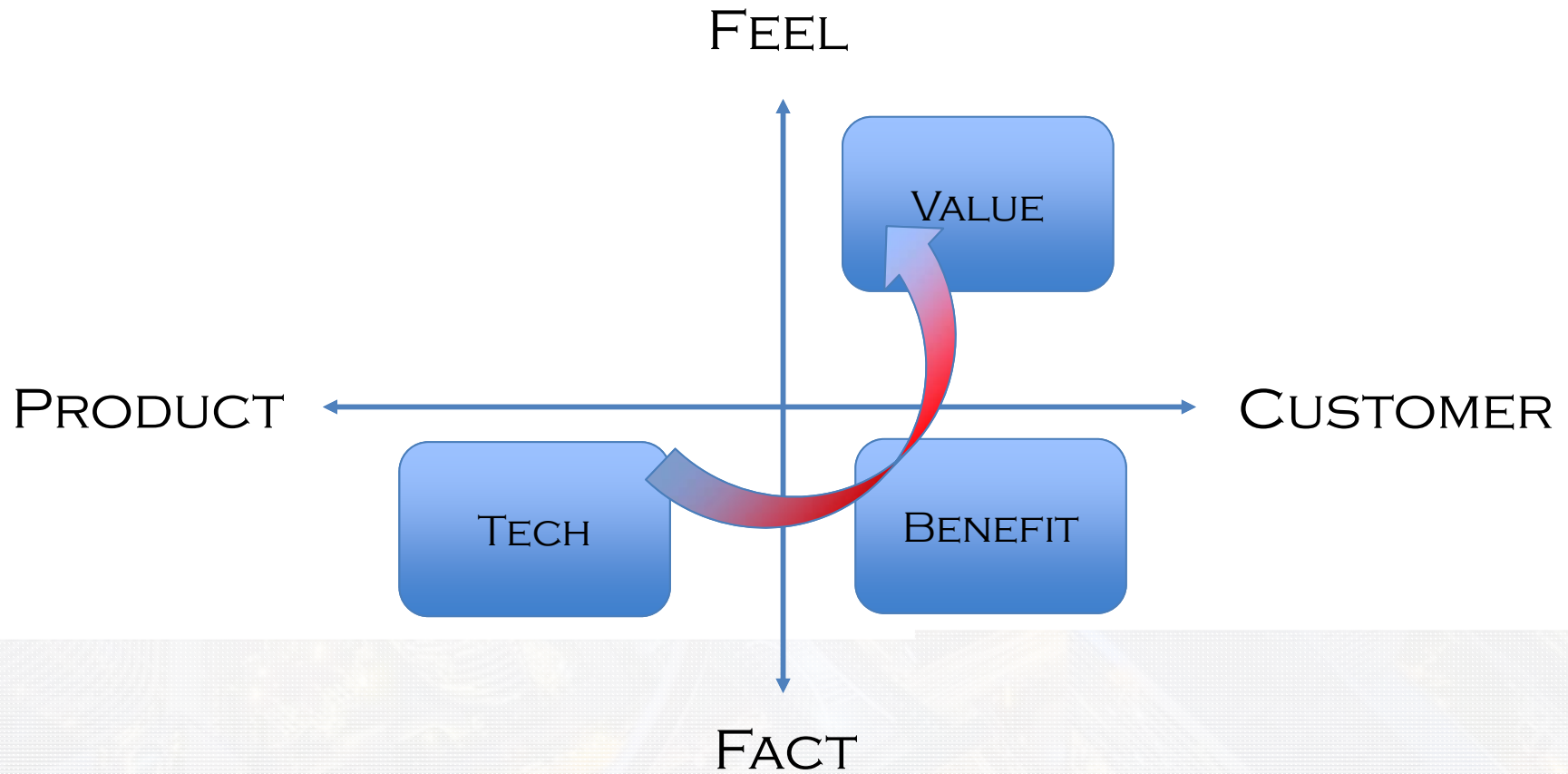
WHAT NOW FOR MY (SERVICE) BUSINESS?

X

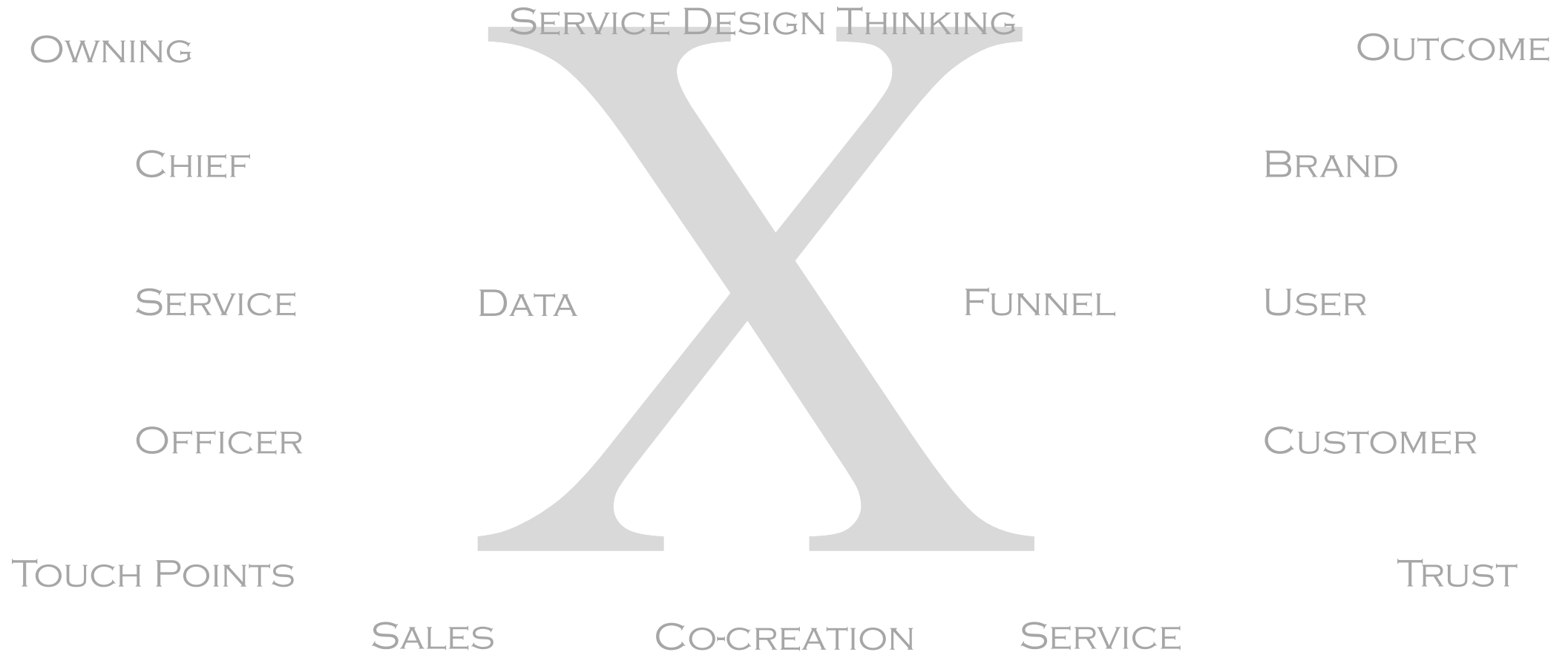
LITTLE PSYCHOLOGY



FROM PRESENTATION JAN VEEN



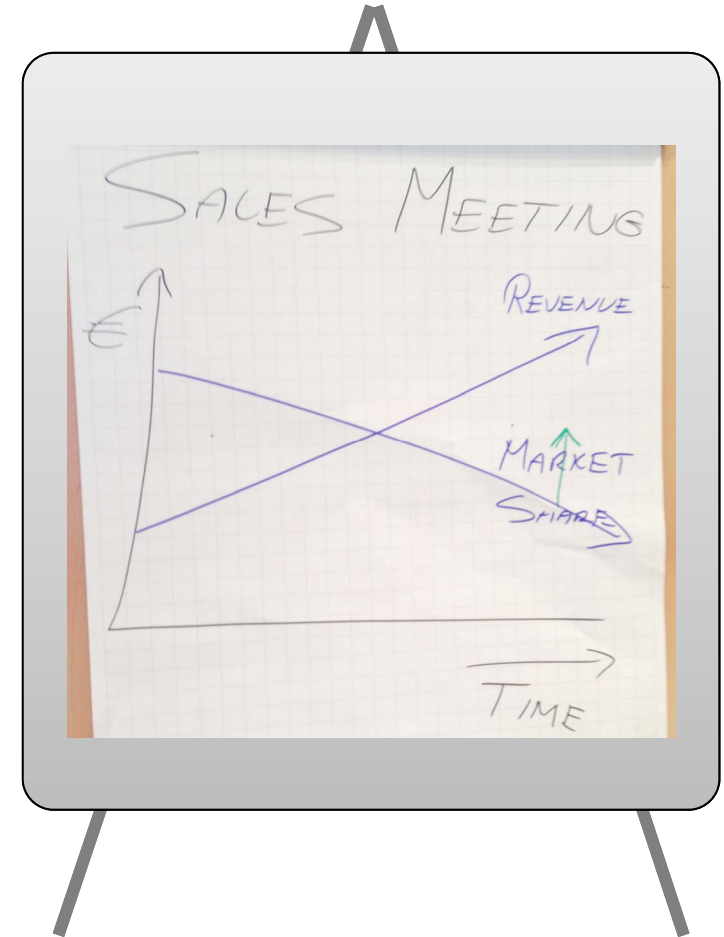
AFTER:MARKET X-FACTOR



“GREAT SERVICE IS GREAT WHEN ITS TOLD. WHEN IT’S TOLD, IT CAN BE SOLD”

A “TYPICAL” SALES MEETING

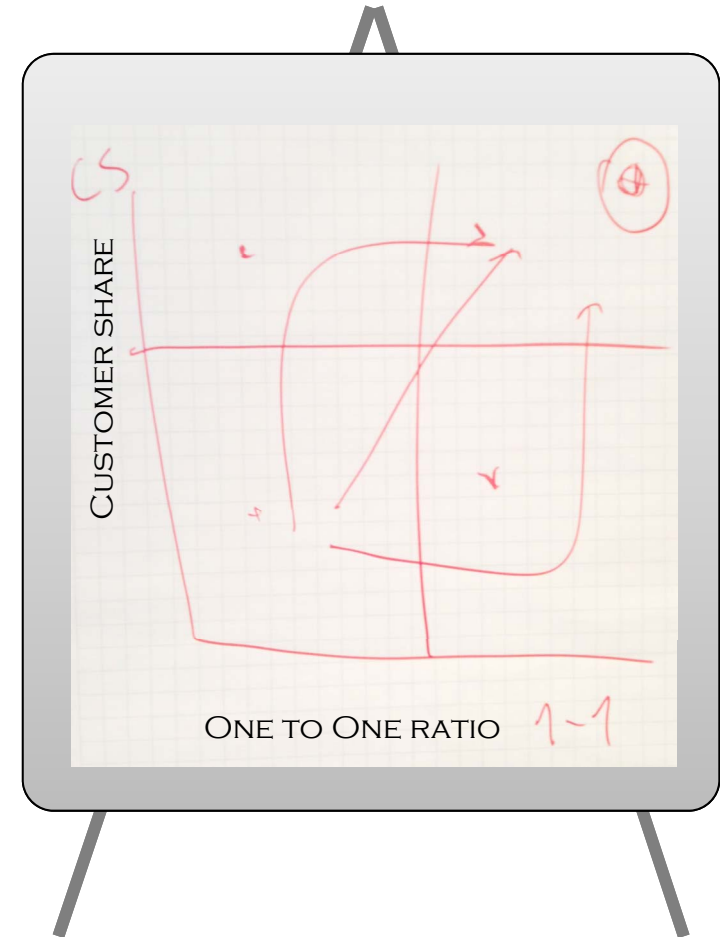
- WHEN REVENUE PROJECTIONS INCREASE AND MARKET SHARE DROPS → “WE (SALES) HAVE A PROBLEM”
- WHAT IF SERVICE COMES TO RESCUE, AND BOTH TOGETHER DEVELOP NEW SALES/ SERVICE OFFERINGS.



BY COEN JEUKENS

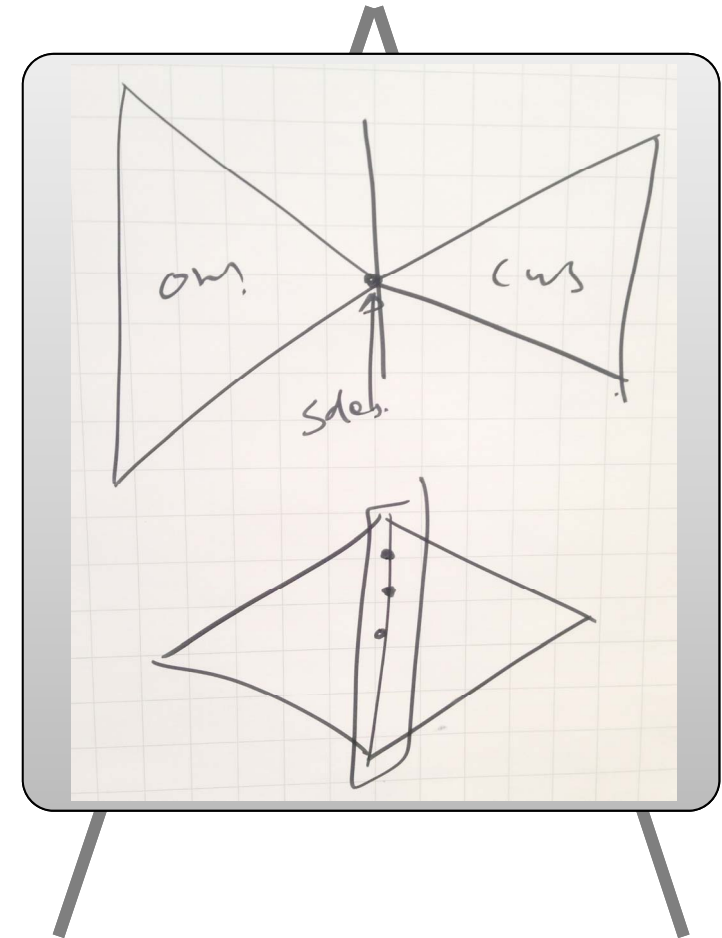
GETTING “THERE”

- OUR AIM IS TO REACH HIGH REVENUE (CUSTOMER SHARE) TOGETHER WITH HIGH ATTACH RATE (1-1 RATIO)
- IF WE INCREASE CS BUT HAVE A LOW 1-1 RATE, THIS MEANS WE RELY TOO MUCH ON KEY CUSTOMERS.
- IF WE HAVE HIGH 1-1 RATIO BUT HAVE A LOW CUSTOMER SHARE, THEN IT IS A SIGNAL THAT WHERE WE KNOW TOO LITTLE OF OUR CUSTOMER NEEDS.
- THE PICTURE IS A KIND OF TACTICAL MATRIX, WE USE TO DRAW DIFFERENT SCENARIOS AND STRATEGIES REGARDING TO OUR BUSINESS.



TOUCH POINTS

- TRADITIONALLY SALES IS THE SINGLE CHANNEL BETWEEN OWN ORGANISATION AND CUSOTMER → RISKY
- ADVICE: USE MULTI TOUCH POINTS TO INTERFACE BETWEEN ORGANISATIONS



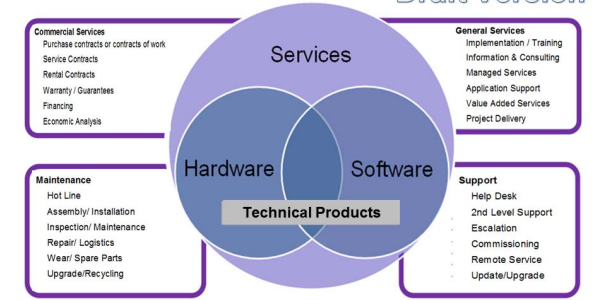
BY PARTICIPANT CLOSING DISCUSSION

VISIBILITY

- HOW MANY OF YOU KNEW THEY WOULD BECOME A SERVICE PROFESSIONAL WHEN YOU WERE IN (HIGH) SCHOOL?
- IF YOUR/ ANY KID ASKS: “WHAT SHOULD I STUDY IF I WANT TO BE PART OF THIS GREAT SERVICE WORLD?” WHAT DO YOU ANSWER?
- IF OUR BUSINESS IS SO GREAT, HOW MUCH EFFORT SHOULD WE PUT IN VISIBILITY?
- START TELLING, START SELLING

Typical portfolio for service & solution business

Draft Version



Each offering consists of 1 - 3 typical main activities

4 Job Cluster

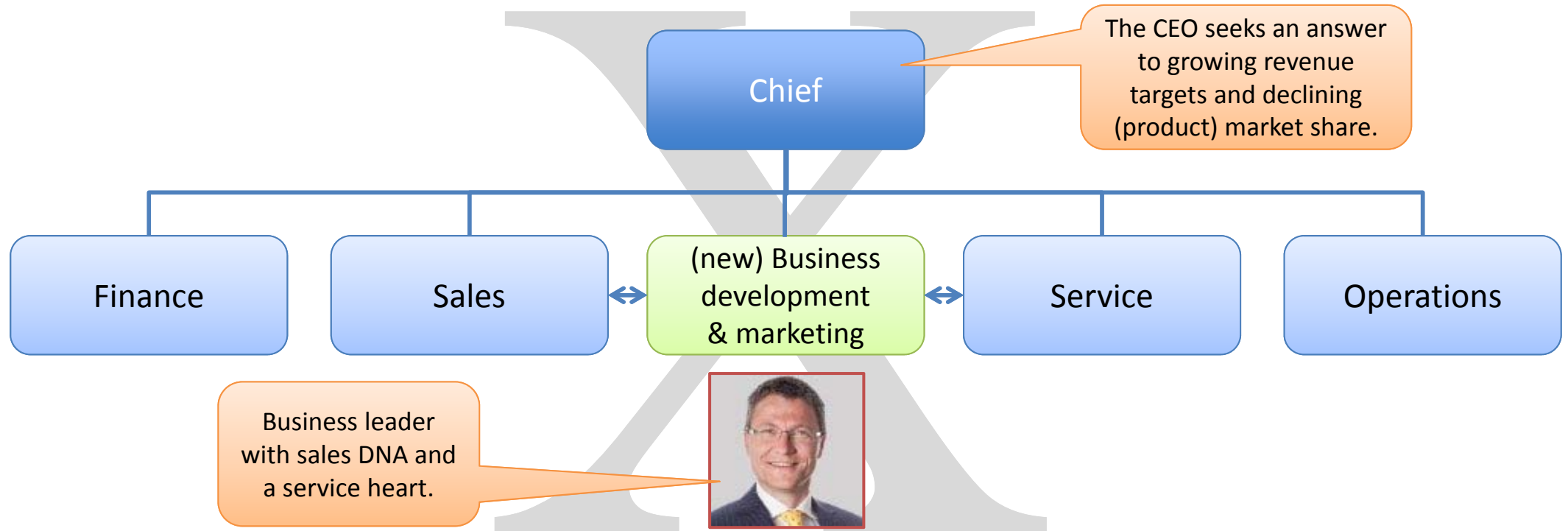
Draft Version

Business Management – Technology	Professional Services - Projects
Service Marketing, S-Product Management	Application engineer/consultant
Service Sales	Advisor, Consultant
Pre-Sales Support	Service Engineering
Service Controlling	Project Manager Professional Services
Technology - Hardware – Services	Technology - Software – Support
Hotline agent, Dispatch Service, Service Logistic	Help Desk agent
Service engineer in maintenance & repair	2nd & 3rd Level Support
Fitter, Assembly	Trainer
Tester, Inspector, Calibrate	Post Sales employee, Managed Services

BY WILHELM TAUREL

“GREAT SERVICE IS GREAT WHEN ITS **TOLD**. WHEN IT’S TOLD, IT CAN BE SOLD”

SWEETSPOT COEN JEUKENS



Growing sales is an operational process. Growing services is changing your business model. When you realize new products don't keep up with your growth ambition, you need to develop and market new business.