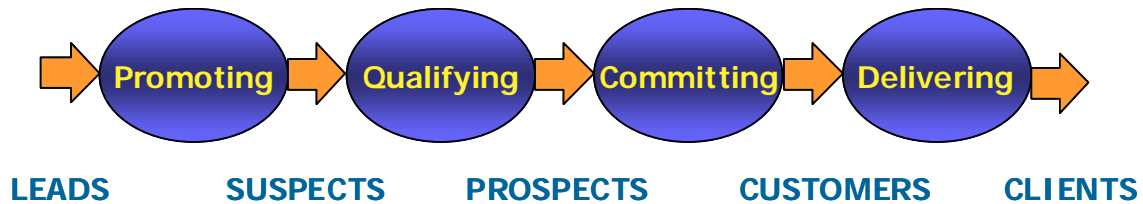

The 10 Commandments of Selling Professional Services



The Challenge

Selling services is different from selling products—way different! Different knowledge, different skills, and a different mindset are required to successfully demonstrate the value of intangibles and sell the invisible. The presenter's most recent services sales research backs this up: Only 20% of senior services executives from technology companies surveyed felt that the right services were being sold to the right clients in the right way!

The Opportunity

You will learn how to take the mystery out of selling professional services, and how to develop lasting business relationships that deliver high value and focused solutions to your clients, while delivering profitable revenue to you.

Who Will Benefit?

Service executives, product and services sales managers, business development professionals, vice presidents, consulting directors and managers, practice leaders, customer relationship executives, delivery and solution managers, and anyone responsible in your company for profitable client relationships and professional services sales.

What Your Audience Will Learn

Participants of this highly interactive workshop session or speech will learn **The 10 Commandments of Selling Professional Services:**

1. How to Clarify Complex Customer Issues.
2. How to Successfully Communicate the Invisible.
3. How to Customize Each Solution.
4. How to Commit High-Level Executives to Action.
5. How to Coordinate the Services Selling Team.
6. How to Compress the Cycle Time of Selling.
7. How to Concentrate on Potential Star Accounts.
8. How to Commercialize the Sales Promise
9. How to Control the Cost of Sales.
10. How to Continually Learn and Grow.



Your Presenter: Mark Hordes



Education:

- MBA and MS Aurora University.
- American Graduate School of International Management.
- BS, University of Houston.

Professional experience:

- Senior management advisor and consultant.
- Co-author: *S-Business: Reinventing the Services Organization*.
- Former partner, Andersen Consulting, now Accenture (SAP, ERP business development: technology, software and change management global engagements).
- Professional services sales track record from \$5 million to \$500 million while a Big Five partner.
- Vice president, international business development, The American Productivity & Quality Center.
- Best Services Sales Article Award, AFSMI, "Best Day, Everyday, Rules of the Road for 'Getting to Yes' in Selling Professional Services."
- Professor, The University of Houston.
- Vice president of services marketing, Dillingham Associates, Inc.
- Highly acclaimed professional services sales and marketing keynote conference presenter and seminar leader.
- Clients include: 3M, AGFA, Allstream, Canon Europe, Caterpillar, Cisco, Computer Design & Integration, Datatel, Diebold, EDS, Emerson, Fujitsu, Gambro, Intel, Konica Minolta, Kronos, Plumtree Software, AFSM International, CompTIA, CIMPA, Association of Internal Management Consultants, Sealed Air, Eclipse, Shell, Stratus Technologies, Taleo, Timberline Software, VW Worldwide, Jefferson Wells International.

Presentation Formats Offered by Mark Hordes

- Keynotes Addresses for Conferences and Company Meetings.
- One-Hour Break-Out Sessions.
- Half-Day and Full-Day Pre- and Post-Meeting Seminars and Workshops.
- Executive Briefings and Panel Member Participation.
- "Turbo" Sales and Marketing Workshops.
- "Sales Boot Camp" Two-Day Workshops.

Contact Information

To discuss your upcoming pre-conference or company workshop, keynote address, or sales leadership meeting needs, contact:

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Senior Management Advisor and Consultant
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m_hordes@hotmail.com

Past Workshop Participants Say:

"I loved all the tools, especially the Qualifying Checklist!"

*Professional Services Vice President,
Technology Company*

"The workshop helped me access key decision makers in upper management."

*Director, Business Development,
Software Company*

"I learned how to make the move from FREE TO FEE for our services!"

*Vice President, Product Sales,
Technology Hardware Company*

"We closed a \$10M services deal utilizing the techniques learned in the workshop."

*Services and Solutions Executive,
Technology Reseller*