



# The Business of Service

## Newsletter Introduction

Welcome to the 1st edition of the **Business of Service newsletter** for service marketing professionals.

Yikes!!! Are you aware that on average your audience will spend less than 50 seconds “skimming” a newsletter and less than 20% actually read it? That leaves me precious few seconds for this introduction.

The objectives of this newsletter are to keep it concise, impactful and relevant. In other words, our desire is that you read through the entire newsletter. We won't be spending time selling our services but rather providing you actionable information, much like your presentations to the sales team...thus the topic of this month's newsletter.

If you missed our webinar on service pricing last week, that is a shame, this is what a few of the participants took the time to share with us via email...

*“I always enjoy sessions like this where people talk from experience and deep knowledge”*

*“Very informative and really well done”*

*“I very much enjoyed the webinar. I was busy taking notes”*

Please don't miss this month's webinar on best practices of syncing up with those selling your services.

Oh! One last item...we plan on releasing the revised Hahn Consulting website at the end of Q1. A site dedicated to providing you with actionable intelligence.



### Share our newsletter

#### Business of Service

Issue 1, February 2016

 Share

 Forward

 Share

 Tweet

 +1

#### Contact Us

Hahn Consulting, Inc  
38954 Proctor Blvd., #396  
Sandy OR 97055  
(503) 668-9200

[www.hahnconsulting.com](http://www.hahnconsulting.com)

#### Al Hahn

[ahahn@hahnconsulting.com](mailto:ahahn@hahnconsulting.com)

#### Ken Woonton

[kwoonton@hahnconsulting.com](mailto:kwoonton@hahnconsulting.com)



## GETTING SERVICE ON THE SALES MEETING AGENDA by Cathy Brewer

It's that time of year again, when all service organizations are trying to get some time at the sales meeting to pitch their story. It almost seems too much to hope for a slot in the agenda that's not following quota announcements, preceding golf or prior to airport departure—when a presentation just after lunch is considered a big win. Why is it so hard for service to get air time in the product sales meeting? Here's some background, along with several tips on succeeding with the sales department by putting yourself in their shoes and planning well.

### If it's January, it's too late!

Sales meetings are planned months in advance. If you wait until January to get on the agenda, you've missed your opportunity. Service organizations that get the best spots are the ones that have been “selling service” all year long! Strategic intent and an ongoing partnership with the sales organization are key to securing the time you need to tell your story.

But be careful here: If you're waiting until the annual sales meeting to get the attention of the sales force, you're limiting your chances of being successful. It's critical as a marketer to foster alignment between sales and service throughout the year. Quarterly meetings are a minimum and should be a listening exercise more than a “telling” exercise. Your goals should be building trust and strengthening the understanding you're working together to enable future product sales.

Also, create an ally with the product marketing department,



Cathy is a service evangelistic, committed to identifying and translating customer needs into revenue-producing service strategies that accelerate corporate growth and increase customer satisfaction. Currently a Senior Services Marketing Manager at FEI Company, Cathy has advanced the cause of Service for 20 years, spending a majority of that time working with AI at Hahn Consulting.

Cathy Brewer  
Senior Manager,  
Service Marketing FEI  
cathy.brewer@fei.com

---

**Hahn Consulting,**  
over 30 years of experience  
delivering

### Service Sales & Marketing Training

**Research** - customer, competitive and benchmarking

**Consulting** - portfolio design, pricing, developing services strategy and growth plans

---

which also may have difficulties getting its message across to sales. You can elevate your position by partnering with product marketing and illustrating how they and service together achieve a winning customer outcome. Again, this is a strategic objective and one that should be on your roadmap throughout the year...not just at sales meeting time.

## **You got a spot; now what?**

### **1. *Know your audience***

Before you plan your session, ask sales people what they want to know and what service can do to help them achieve their goals. You'll have a much better chance they'll listen if you incorporate their feedback into your story.

### **2. *Link service to how it helps sales move more product***

Sales people are coin-operated; always connect customer satisfaction with service to future product sales. It's true: the first product is sold by sales and the second product is sold by service.

### **3. *Use customers to tell your story***

Clients have credibility with the sales force. Interview customers and create a video in which they say why service is important. For that matter, also include key executives talking about the importance of service to the organization as a whole. Start with the CEO.

### **4. *Don't underestimate the importance of sizzle***

Service people like their steak and sales people like their sizzle. Don't bore the audience with endless details. Stick to three key messages—and make it fun! Be creative and foster participation.

### **5. *Don't take a lot of collateral; it will end up in the hotel garbage can***

I tried loading our service collateral on a USB stick and adding a "READ ME FIRST" file with directions to win a \$100 amazon card. Of the 150+ people who received the USB, I got one email.

### **6. *Keep your story congruent with your ability to deliver results***

If you have customer dissatisfaction issues and service quality is a concern, don't go in with a bunch of new options you can't possibly deliver. Make sure you aren't too far ahead of your organization's maturity level when it comes to selling your story. One of my biggest mistakes was going all-out at my very first sales meeting. We ordered a 30-foot putting green to facilitate our "tell us what you think of service" activity, purchased thousands of dollars of Nike® gear as prizes and brought collateral of our newly branded service portfolio. It was

too much and came off disingenuous. Credibility is critical to success: Overselling never works, and sales people can read right through it.

Getting on the annual sales meeting agenda is important but, frankly, working daily to create alignment and partnership with both sales and product marketing should be your first goal. You will accomplish far more throughout the year with this approach. Then, when you get that horrible slot in the sales meeting, it won't really matter because everything you needed to achieve your objectives already was done in your day-to-day work.

*Copyright © 2016 Hahn Consulting, Inc., All rights reserved.*

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list