



The Business of Service

What's New At Hahn Consulting

May Webinar - More Driving Service/Support Revenues

Our next free webinar will continue our discussion about Driving Service /Support Revenues. Ken Woonton & I had a discussion about this last month, but there was not enough time to cover as much as we would have liked, so we will continue this discussion May 26th at 11am Pacific time. Note that this is a Thursday, instead of our usual Wednesday because I am flying at that time, so we moved it one day from our usual date. To register for the webinar go here: <https://attendee.gotowebinar.com/register/2587599835449986051>

Upcoming Workshop on Driving Service/Support Revenues in July

Based on feedback from service/support leaders indicating that driving revenues is one of their most important concerns, we are presenting a remote workshop starting this July. When we say remote, think webinars, with lots of interaction. There will be six sessions, each from 60-75 minutes. Attendees will be able to ask questions during each session. Each session will be recorded, so if you miss one, you can listen to it at a later time. As opposed to our webinar discussions, we will be using plenty of PowerPoint slides to help illustrate our points. The target date for the workshop to start is July 28 at a time that is yet to be determined. We will formally announce the workshop soon, so watch our website at www.hahnconsulting.com for the announcement and to register. You will also receive an email announcing the workshop soon. See the below article for more information regarding the six sessions.

New Hahn Website






We put up a new website in April, so it's still new to many of you. Take a look at www.hahnconsulting.com (same as the old website).



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Driving Service/Support Revenues Remote Workshop

Our tagline is “The Business of Service”. Which is not meant to exclude support. We are true experts at this with many years of experience in most any market you can imagine. When I say expert, I am not kidding or exaggerating. We have testified in court as an expert witness for four of the largest cases ever filed over service/support revenues. We have also appeared on television as “service experts” four times. This is in addition to being published countless times (not just on our own website), and speaking many times in North America, Europe, and Asia. So we should know what we are talking about. We will soon be delivering a series of remote workshops on Driving Service/Support Revenues. This is because that topic is top of mind for many service/support leaders right now and we can help.

The workshop will be remote. Visualize it as being like a webinar, except that you can freely interact with the presenters (Ken Woonton and myself). There will be six sessions, each lasting 60 to 75 minutes. We have opted for remote instead of face-to-face to allow attendance with the least time commitment and no travel expense. Each session will be recorded, so if you miss one, you can catch up. You will also have access to the recorded sessions for a year after the workshop. So you can review later, say when you realize that you have forgotten one of the process steps, or suddenly need to implement something that you had not planned.

Ken and I have helped companies and individuals around the world in computers, countless types of software applications, medical equipment, various types of electronic equipment, semiconductor manufacturing, test equipment, process control, and many other markets over the years. We obviously have picked up many best practices, as well as some little known strategies that can really drive revenue creation. Below is a review of the six modules. Once again, your margins will improve.

What Your Customers Know That You Don't - Creating Effective Service/Support Contracts

This is the heart of most service/support strategies. It is very hard to build a service/support business on billable transaction revenues. Service/support contracts are the way to go. The customer makes a commitment, you get paid in advance and can invest in people and other needed infrastructure to allow delivery to happen quickly and efficiently. The result is happy customers and a growing, consistent, revenue stream at a good margin. It works. The question is how to structure those contracts so customers find them attractive. The secret is to include the things that customers' value. What is that secret ingredient? Attend the workshop to find out.

**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



Pricing - An Integral Part of Strategy or Merely an Afterthought?

This is easy to say and hard to do. We know many different methods of pricing. We will discuss which ones are best for which service/support offerings. While we won't have time for a complete pricing class, we will pass along important things to know. This session alone can help your revenues and profits immensely.

When, Who, And How to Effectively Sell Service/Support

If there is a weakness in most service/support revenue strategies, this one is certainly the most common. Who sells the contracts, how are they incented, when do different individuals have responsibility. Timing is very important, as is incentive. We know all the tricks here and will share with attendees. How do you get Sales to pay attention? Why and when should you use your own tele-sales people? Who handles renewals? What about resellers in the channel? We provide answers that you need to have an effective sales strategy.

Effectively Managing the High Value Components of Your offerings

Not all features are equal in value, to you and to your customer. There are a few things that really make or break things in the long run, such as upgrades and parts. We share those and discuss how they are best managed in your contracts. These can make or break you as far as making your offerings attractive and making profits from them. These are some of the "dirty little secrets" of successful service/support marketers. Learn what they know that you may not.

Getting Sales on Board

Let's be honest. Sales typically aren't your best friend, are they? Do you address them at the annual sales kickoff meeting? What do you get, 10 minutes between the announcement that quotas are going up and the cocktail party? How much mind share are you commanding? Do you have a useful, interesting message? Have you been able to negotiate a decent commission rate that actually works to incent them? We talk about this problematic relationship and share tips to make things work. Sales can be your best friend or your worst enemy. You choose this by your actions.

Discounts and Often Overlooked Opportunities

Here's another area that can be a real pain. Do you have control over discounting? The best pricing strategies don't really matter if sellers can discount at will. This is another area that is hard to control. We share the best methods. We also share some other "tricks" that can make a big difference in revenues and profits.

These sessions are part of our upcoming remote workshop on Driving Service/Support Revenues. The workshop is tentatively planned to start July 28 at a time to be determined. Information, including registration details will all be on the Hahn Consulting website www.hahnconsulting.com in the next week or two. We will also be sending out another email then to formally announce

the workshop. Put it on your calendar and plan on attending if you really want to grow your revenues at a faster rate. We guarantee it!

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