

A One Day Intensive by IAOP®

For Service Providers

How to Win Deals in the Rapidly Changing World of Outsourcing

A Framework of Current and Emerging Best Practices for New and Recurring Revenue Generation and Growth for Outsourcing Service Providers

Key Principles for Business Development, Marketing, Sales, Account Management, Relationship Management and Service Delivery/ Execution Management

Overview and Objectives

As the outsourcing industry has grown globally and become much more competitive, the issues, opportunities and challenges for service providers to develop new business, markets, sales and retain existing business, have become major concerns of the Board and executive management for service providers on a global basis.

Many of the successful service providers are developing, experimenting with and refining strategies that will provide them with unique and (hoped for) competitive advantages. The strategy to consider is that an innovative service provider can always force the competition to play catch up and while the competition is developing their “Me Too” offerings, the innovative provider is developing the next step forward by thinking out-of-the-box.

In addition, all service providers, large and small, must deal with complex and rapidly changing market realities and challenges that service providers must address to win and survive such as: develop and maintain a competitive advantage and attractive value propositions, deal with growing competition from companies in developing countries that receive in some situations, government support; rising protectionism in developed countries; develop integrated global marketing, sales, service delivery and operational strategies to support the demands of the multinational customers and others.

Today's tough economic environment has upped the ante for providers. However, even after the global economy recovers, there will be a lingering sense of economizing that will pervade the sourcing marketplace. The real challenge for today's providers lies in answering the following key questions:

- Do we want to play in the space?
- Can we afford to play in the space?
- Where do we want to focus?
- How do we play in the market?
- What is our unique selling and delivery proposition?
- How can we compete? On a sustainable basis?
- What's our differentiation?
- What is our value proposition?
- How do we leverage and extend our service portfolio?
- Do we understand the customer's sourcing needs, priorities and decision criteria?
- What relationship management model should we implement for our clients to enable closer collaboration, trust, innovation for winning and keeping deals? For our strategic alliance partners?
- How do we optimize our people capabilities, talents and service delivery model to leverage business development for new markets and recurring customers?
- How do we best leverage our marketing, sales and delivery organizations to optimize the new prospect and customer experience? Sustain repeat business?

Objectives of the Workshop

Provide insights to help current and emerging service providers stay relevant, differentiate themselves and capitalize on the growing demand for outsourcing services.

Discuss changes in the customer/client marketplace and how service providers must continuously nurture their service delivery portfolio and continuously align their marketing and sales approaches, account relationship management, service delivery and operational strategies to win.

Describe the competitive landscape from a service provider perspective.

Analyze select competitive global service provider best practices, to retain and grow revenues by reviewing multiple case studies of providers headquartered respectively in North America, Europe and Asia.

Analyze select major client case studies to help service providers better understand the do's and don'ts of successful business development and growth.

Help the service provider develop winning marketing, sales, delivery and service strategies.

Key Topics Covered

1.0 Overview of Strategic Sourcing & Outsourcing Issues, Trends, Opportunities and Realities

Today's Business Challenges

Service Providers: Market Realities and Challenges

Evolution of Global Sourcing: The Service Provider

Key Customer & Market Realities

Service Provider Market Tiers

Typical Sourcing Services Provided

The Modular Corporation

Major Outsourcing Trends and Challenges

Drivers for Outsourcing

Coping with Realities of Change & Innovation

Successful Change & Innovation is Built on Three Critical Pillars

Framework & Roadmap for Managing Change & Innovation

The Role of the CEO in Executing Strategic Change & Innovation

Objectives of a Service Provider

Strategic Corporate Value Propositions for the Service Provider

Becoming More Customer Centric Requires a Major Paradigm Shift for Service Providers

Outsourcing Customer Needs and Wants

Outsourcing Customer Issues and Concerns

Recognize Customer Needs, Characteristics and Value Added Opportunities

Key Issues to be Addressed in Developing Marketing, Account Management and Business Development Strategies

Outsourcing Customer Needs, Wants, Issues & Concerns.

Benefits of Outsourcing – Customer View

Barriers to Outsourcing – Customer View

Outsourcing Challenges – Maybe Losing its Luster in Select Companies

The Strategic Sourcing Life Cycle Roadmap

Key Lessons

Case Study – Global Consulting, Technology and Outsourcing Service Provider - North America

Case Study – Major Financial Service Organization (Client)

Key Topics Covered - continued

2.0 Building Growth, Market Segmentation & Revenue Generation Excellence

Key Principles for Building Growth Successfully
Marketing and Sales Plan as Part of Business Strategy Formulation
Market Segmentation, Targeting and Positioning
The Marketing and Sales Opportunity Pipeline, Phases and Process
Marketing, Sales and Execution Delivery Pipeline
The Buying Process and How to Convert Suspects to Prospects to Customers to Repeat Customers by Leveraging, Marketing, Sales and Delivery Roles
Accelerating the Sales Cycle
Back To Basics - What Providers Need to Know About Marketing – 6P's & 5C's of Marketing
The Marketing and Sales Plan and Evaluation Criteria
Capturing the Voice of the Customer (VOC)
Differentiating Your Customers - Steps
Tailor Your Behavior Towards Customers
Creating and Sustaining Customers Value is a Continuous Process
Value Proposition Attributes Identified by Customers
Different Types of Relationships Lend Themselves to Different Kinds of Value Creation
15 Biggest Marketing Mistakes
Key Lessons
Case Study – IT, B.P.O. Consulting & Outsourcing Provider – Europe
Case Study – Pharmaceutical Company (Client)

3.0 Principles & Practices for Key Account Management, Building Customer Loyalty & Managing Outsourcing Relationship Excellence

Customer Outsourcing Planning Checklist
Key Account Management Questions (From a Key Account Manager's Perspective)
Key Account Management Principles and Development Process
Key Marketing, Sales Metrics and Key Performance Indicators
Critical Success Factors for Account Development and Sustainability: for Existing Accounts, for New Accounts and for Complex Accounts or Multi – unit (Team) Selling and Support
Building Customer Loyalty & Relationships
Managing Outsourcing Relationships – Select Best Practices
Sales Complexity Scale and RFPs
Vendor Selection, Evaluation, Contract Negotiations and Award Process Flow
Key Practices for Writing Winning Responses to RFP's, Global Sourcing Agreement Contract Types, MSAs, Transition and Delivery
Sourcing Models & Alternatives for Clients & Service Providers
Project Management and Life Cycle for Clients and Providers
Managing, Reviewing and Escalating Sourcing Service Provider Performance Management
Key Outsourcing Metrics and Provider Performance
5 Great Ways to Annoy a Customer
Engagement (Relationship Management) Model
Transition Management & Roadmap
Key Lessons
Case Study – Global Business Solutions & IT Services – Asia
Case Study – Consumer Products Company (Client)

Key Topics Covered - continued

4.0 Summary, Lessons Learned & Critical Success Factors

Issues in Making It Happen

Do's & Don'ts for Service Providers

Summary

Critical Success Factors and Lessons Learned

Develop a Personal Action Plan and Next Steps

Case Study - Global IT Service Provider – Asia

Supplemental Material: Key Account Management Templates

Account Needs Worksheet

Key Account Tactical Plan

Key Account Development Flow Process

Key Account Manager/Account Team –Self–Assessment Survey

Customers Feedback Questionnaire

Final Exam

Benefits of the Workshop

- ▢ Taught by an industry veteran, the seminar is pragmatic and actionable with principles, practices, frameworks and check lists that can be implemented Monday morning
- ▢ Sharpen and refine your sourcing marketing, sales and business development skills and competencies
- ▢ Apply the lessons learned from this seminar to plan, manage, deploy and sustain an effective and robust strategic sourcing and outsourcing business development strategy and action program and develop a successful approach for your organization
- ▢ Be exposed to select current and emerging industry and best practices and select world class company case studies

Required Course Material

- ▢ Bullen, Christine, Lefave, Richard and Selig, Gad J.
[Implementing Strategic Sourcing: A Manager's Guide to World Class Best Practices](#)
Van Haren Publishing, 2010, ISBN # 978 90 8753 5797.
- ▢ Selig, Gad J.
[How to Win Deals in the Rapidly Changing World of Outsourcing – Frameworks of Current and Emerging Best Practices for New and Recurring Revenue Generation and Growth for Outsourcing Service Providers. PowerPoint Workbook](#)
GPS Group Inc., Fairfield, CT 2010.

Meet the Instructor in a Live Course Delivery



Dr. Gad J. Selig, PMP, COP

Founder and Managing Partner, GPS Group, Inc.

Dr. Gad J. Selig is Managing Partner and founder of GPS Group, Inc., a consulting, research and education firm that focuses on strategic marketing and growth, business and technology transformation, new product development, product management and innovation, IT strategy and governance, program/project management and strategic sourcing and outsourcing issues and opportunities. Select clients include Fortune 500 companies and government agencies such as: ATMI, Air Products & Chemicals, Bank General of Luxembourg, Bridgeport Hospital, BlueShield of California, Bristol-Myers Squibb, Cendant, Cigna, Columbia University Graduate School of Business, CA (Computer Associates), Daston Corp., First Energy (GPU Telecomm.), Fuji Film, USA, GE Aircraft Engines, IAOP, Intel, GSA's Federal Technology Services, JPMorganChase, Keyspan Energy (National Grid), Peoples United Bank, Sprint (Nextel), Purdue Pharma, Robbins-Gioia, Syracuse University, Starwood Hotels and Resorts, TDK and Verizon.

Dr. Selig has thirty+ years of diversified domestic/international executive, management and consulting experience with both Fortune 500 and smaller organizations in multiple industries. His experience includes: marketing, sales, planning, operations, business development, mergers and acquisitions, general management (with full P & L responsibility), systems/network integration, strategic sourcing and outsourcing, MIS/CIO, electronic commerce, product development, project management, business process transformation, governance and entrepreneurship.

Dr. Selig is a Board member of the CTech IncUBator @ University of Bridgeport and has been a Board member of Telco Research, BIS Group, LTD. and AGS. He is a member of: the Academy of Management, Society for Information Management (SIM), Project Management Institute (PMI), ASEE, IAOP and ISACA. He holds a Top Secret Clearance with the U.S. Federal Government.

He earned degrees from City, Columbia, and Pace Universities in Economics, Engineering, and Business. He is an award winning author of five books and over 70 articles, chapters in books, conference proceedings and seminar presentations. He is a dynamic and popular in demand speaker at industry conferences and corporate events in the U.S. and abroad.

Registration Information

Course Length: Approximately 8 hours

Group discounts available

On-site courses available

Live or on-line versions

Register online at <http://www.iaop-cop.com>