

JAMES "ALEX" ALEXANDER

BRILLIANT CUSTOMER SUCCESS



What could a customer success strategy do for your organization?
Rock out customers and lock out competitors.

BRILLIANT CUSTOMER SUCCESS PRESENTATIONS

- One-hour keynote speeches designed to educate and motivate your personnel on customer success as a business strategy.
- Half-day executive briefings for your top team to hash out issues, explore options, and make decisions regarding customer success as a strategy of innovation or as a traditional function.

TOPICS

- **Building Strategic Customer Success.** Learn the successful strategies and proven practices of what it takes to build a brilliant (and profitable) customer success strategy.
- **Leading Customer Success.** Inspire your managers by sharing what it takes to lead, manage, coach, and transition your people into brilliant frontline customer success professionals.
- **Brilliantly Getting the Business.** Tools and techniques for selling customer success.
- **Brilliantly Growing the Business.** Speeding time to value to retain and grow customers.

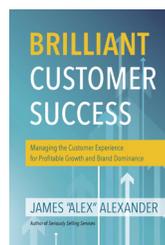
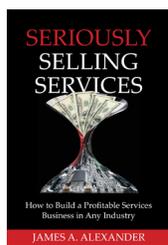
All of Alex's presentations are supported by his research projects and professional experiences.

NOTE: Dr. Alexander tailors all speeches, seminars, and workshops to address the specific critical issues of your organization.

STELLAR CREDENTIALS

- Helping build brilliant businesses since 1989.
- Selected as the "Services Pundit" for the 2003 IBM Global Services Headlights program.
- Chosen as the e-business subject-matter expert for U.S. Commerce Department's Inter-American E-Business Fellowship Program.
- University professor in the U.S., Mexico, and Europe.

NOTED AUTHOR AND RESEARCHER



"Alexander is Tom Hopkins, Harvey Mackay, and Malcolm Gladwell all rolled into one."

Chris Zane, author of Reinventing the Wheel: The Science of Creating Lifetime Customers

BLUE CHIP CLIENTS

Advisor to big-brand companies such as:



GLOBAL SAVVY

Engaged audiences around the world, including the U.S., Canada, Mexico, France, Austria, U.K., Sweden, Norway, Finland, Germany, the Netherlands, Belgium, Denmark, Australia, Japan, Malta, Singapore, Switzerland, Thailand, Kuala Lumpur, China, South Korea, and Saudia Arabia.

"Alexander oozes credibility. He quickly aligns with the audience and gets the service message across powerfully in a way that not only educates but motivates."

*Bob Yoko
Global Vice President of Service
Emerson Electric*

"Alexander provides an unmatched, practical road map for senior executives who are ready to execute a serious services strategy."

*R. Gary Bridge, Executive Vice President
Cisco Systems, Inc.*

"Dr. Alexander is an energetic, dynamic speaker who knows what he is talking about. He does his research and has all the facts about his subject matter. He has spoken at our global conference on several occasions and I highly recommend him."

*Claudia Betzner, Executive Director
Service Industry Association*

"Alexander's strong credibility as a consulting practitioner and his engaging presentation style combine to make him a big success in addressing my organization."

*Rick Welch, Vice President Professional Services
RSA Security Inc.*

"Alexander's suggested approaches and practices really work. We've developed a services-led approach to driving software sales and seen a double-digit increase in margins by implementing his recommendations."

*Liz Murphy, Chief Client Officer
Datatel, Inc.*

"He has a wonderful way of opening people's eyes, engaging them, while not being threatening. He's made us a believer in services."

*Billy Gamble, President
WESCO*

"If you are serious about services, listen to Alexander."

*Eric Bakker, CEO
Computer Design & Integration LLC*

"Alexander is definitely a thought leader in services. Not only does he have a great base of knowledge, he is an excellent communicator."

*Patrik Melander, Director, Network Consulting
Ericsson Latin America*

If strategic customer success is what you seek, bring Alex in and hear him speak.

Contact Alex at 239.671.0740 or alex@alexanderstrategists.com.