

# CRAFTING SERVICE OFFERINGS THAT SELL.



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# INTRODUCTION.

In a Professional Services (PS) setting, developing service offerings that resonate with market demands, as well as aligning with customer needs, is key to sustained and repeatable success. Valuing these services accurately, with intelligent and strategic pricing methodologies, ensures such offers remain competitive and profitable in the market. Yet, the ability to master positioning techniques, whilst essential for effectively communicating the unique value propositions of these services to target audiences, does present challenges. By understanding and implementing the following concepts, professionals in the industry can enhance the appeal of their service offerings, attract a broader client base, and ultimately achieve significant growth and success in PS.

# IMPORTANCE OF WELL-CRAFTED **SERVICE OFFERINGS.**

A well-crafted service offering plays a pivotal role in revenue generation, for several reasons. Firstly, they serve as the foundational blueprint that outlines how a business intends to meet and exceed client expectations. By defining the scope, objectives, and benefits of their services, businesses can effectively communicate the unique value they bring to the table. This clarity not only helps align client needs with service capabilities, but also instills confidence in potential clients who are seeking specific, potentially specialized, solutions.

Secondly, such offerings enable businesses to differentiate themselves in a competitive marketplace. In an environment where numerous firms may promote similar services, a clear and compelling proposition aids in standing out. It allows organizations to showcase their expertise, industry knowledge, and innovative approaches to problem-solving. This differentiation is not just about attracting new clients but also about retaining existing ones by consistently delivering high-quality, tailored solutions.

# WHO (OR WHAT) IS **THE CMO OF SERVICES?**



Think more abstract here. This reference to a “CMO of Services” isn’t discussing an official title in itself, but more of an identifier for the person within the services team who is responsible for making the services marketable and sellable.



Such a role is required to keep up with a new breed of business and compete in a technological landscape. This “CMOS” will be responsible for market positioning and strategy, sales enablement, and advocating for the services efforts internally and externally.



Identify this person as the one who maintains the responsibility of communicating with sales and the wider array of stakeholders to ensure everybody is aligned when it comes to promoting their services. Who is the CMO of Services in your team?

# UNDERSTANDING **MARKET DEMANDS.**



# FOUNDATION.

**When starting this process (even for a review of current services) look beyond your own borders; conducting market research is essential for crafting service offerings that truly meet customer needs. Seek insights into current trends, client pain points and gaps in the market thus enabling the creation of services that offer genuine value. By knowing your clients, you can tailor packages to address sets of specific challenges and goals, ensuring offerings are relevant and in demand.**

**In addition to identifying client needs, market analysis helps you understand the competitive landscape. By examining what other businesses are offering, you can differentiate your services and highlight unique value propositions. This strategic approach not only attracts clients but also positions your business as a leader in your industry, driving long-term success and profitability.**

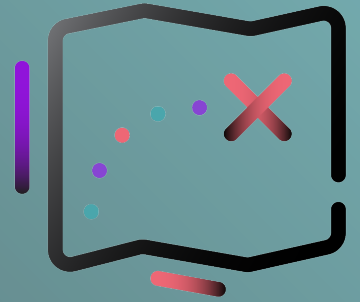
# UNDERSTANDING **MARKET DEMANDS**.

**Market Research:** A PS team could create a very well put-together services offering, but if no one wants to buy it, it's as good as useless. Clear analysis of the market needs to take place to reveal the current and future trends that align with a company's expertise so that they can develop offerings that help to solve these trends. A good understanding of market challenges and client pain points facilitates the building of packages that offer much-needed solutions.

**Client Research:** Customers are a great source of information; look to your best and worst selling offers and ask clients what they got out of the experience to truly understand both ends of the success spectrum. Client interviews, even informal conversations are valuable but seek out early adopters of your more innovative services offerings who can prove to be helpful allies. Understanding the value that your offerings drove for your customers may not always be straightforward to uncover, but by repurposing it, you can build future offerings. Remember - just because you delivered on what was in a contract, doesn't mean it always resulted in client satisfaction.



# DEVELOPING SERVICES OFFERINGS.



# WHAT EXACTLY IS A **SERVICES OFFERING**?

## **Definition**

A service offering refers to a specific set of tasks, activities, or solutions provided by a business or professional to meet the needs of clients. They are designed to deliver value by addressing particular challenges, solving problems, or achieving desired outcomes for clients. A well-defined service offering outlines the scope, objectives, and benefits of the service, ensuring clarity for both the provider and the client.

These can be organized and sold as services packages to standardize delivery and make them easy to market, sell, and deliver.

But how do you know which services offering is right for you? Let's look at some examples:

# CORE SERVICES OFFERINGS.

These form the foundations of a company's services portfolio, and make up the essential services that define its identity and purpose. These are the primary solutions that address the fundamental needs of clients.

Many companies choose to sell these core services as products, so these core offerings are often productized services. This doesn't just enhance the clarity of core service offerings, but it also contributes to streamlined operations and increased market competitiveness.

## Examples of Core Service Offerings:

- **Business Consulting** - Providing strategic advice to improve business performance and efficiency.
- **Project Management** - Ensuring the successful planning, execution, and completion of projects within specified timelines and budgets.



# VALUE-ADD SERVICES OFFERINGS.

These services are often the key to customer-centricity, as they extend beyond the core offerings and provide another dimension of value. These go beyond the essential functions, and aim to enhance the overall customer experience.

Businesses often adopt a value-based pricing strategy for these offerings to ensure that customers not only receive quality but also perceive the additional value they gain.

## Examples of Value-Add Services:

- **Implementation** - Ensures the customer goes live with the product to achieve their initial value milestone.
- **Data Migration** - Providing support for transferring data from legacy systems to the new platform.



# BUNDLE SERVICES OFFERINGS.

These are a curated selection of various services packed together. What distinguishes this offering is the added incentive of a discounted price compared to purchasing each service individually.

By presenting a range of services as a cohesive package at a reduced rate, businesses can streamline the customer experience and encourage clients to explore a more extensive array of offerings.

## Examples of Bundled Offerings:

- **Productization** - Packaging services to ensure standardized delivery and streamlined operations.
- **Sales & Marketing** - Combines CRM software with email marketing automation, lead generation tools, and analytics.



# UNDERSTAND PRICING

**How you price your offering can be the difference between success and failure. Ensuring you price your services correctly helps can help you on your way to achieving your growth strategy.**

**If a pricing strategy can be built that equally serves sales, marketing and finance, then companies can evolve from a solely project-based one to one that has multiple service lines.**

# PRICING STRATEGIES.

## T&M.

### Use Case:

Project-based work which can have a variety of pricing approaches, a key one being T&M

### Benefits:

- Easier to forecast and recognize revenue
- Better project control with a lot of space for modification

## FIXED-FEE.

### Use Case:

Consumption-based work where clients drawdown on services within a given period

### Benefits:

- Flexibility for customers
- Can be more profitable depending on level of consumption

## ANNUAL.

### Use Case:

Subscription-based where clients have an ongoing contract which renews and is paid upfront

### Benefits:

- Opportunity to maximize services recurring revenues
- Easier to recognize revenue

# POSITIONING **TIPS.**

**Develop a Unique Services Value Proposition (USVP):** Your USVP is the heart of your brand. It should clearly convey what sets your service apart from competitors. Craft a USVP that is easy to understand, relevant to customer needs, and distinctive. Consider how your service solves specific problems and why customers should choose you over others.

**Craft Compelling Messaging:** Use your USVP as the foundation for your marketing materials. Focus on communicating the benefits customers will experience by the use of your service. Highlight any unique features that differentiate you from the competition. Remember to keep your messaging concise and impactful.

**Create Testimonials and Case Studies:** Building credibility and trust is essential. Leverage customer testimonials and case studies to showcase real-life examples of how your services have helped clients achieve their goals. These success stories provide social proof and reinforce your brand's value.



# POSITIONING TIPS.

**Leverage Content:** Invest in shaping the sales team into a well-equipped unit that can effectively convey your service offerings and demonstrate the USVP to potential clients. Enhance their expertise through comprehensive training sessions covering product knowledge, understanding customer pain points, and highlighting competitive advantages.

**Highlight Benefits & Outcomes:** Focus on the tangible benefits and outcomes your services deliver. Use case studies, testimonials, and data-driven results to demonstrate how your offerings solve problems and create value for clients, making your services an essential investment.

**Develop Marketing Materials & Sales Pitches:** Create compelling marketing materials and sales pitches that clearly articulate your service offerings, emphasizing their unique features and value. Tailor these materials to resonate with your target audience and address their specific needs and challenges. More on this on the next page...

# HOW TO **PRODUCTIZE SERVICES DELIVERY.**

Productization is a logical step if you're looking to improve your services delivery and craft offers that sell. A productized service brings together the skills and expertise of a service provider into a standardized solution for a clearly-defined target customer. The result is a higher-quality service that requires less effort to sell.

Precursive wrote the playbook on this topic. Download today for free:

**Keen to learn more? Download our [Playbook](#) now.**

## What's included in the Playbook?

What is the role of PS in SaaS?

What are service packages?

Why should you productize service packages?

Benefits to you and your customers

DELIVERING  
**EXCEPTIONAL SERVICES.**



# HOW TO DELIVER **EXCEPTIONAL SERVICES.**

**Set Client Expectations:** Setting client expectations begins with clear communication. It's essential to define the scope, deliverables, timelines, and costs associated with your services from the outset. Transparent processes should be explained to clients, ensuring they understand what to expect at each stage of the project. Additionally, providing regular updates through progress reports and check-ins helps manage expectations and avoid any unpleasant surprises.

**Ensure Quality & Consistency:** Ensuring quality and consistency involves implementing standardized procedures and best practices across your team. This approach helps maintain uniformity in service delivery. Investing in ongoing training and professional development is also crucial, keeping your team skilled and knowledgeable about the latest industry standards and techniques. Furthermore, establishing quality control measures, such as peer reviews and audits, ensures that every project meets the high standards your clients expect.

# HOW TO DELIVER **EXCEPTIONAL SERVICES.**

**Gather Client Feedback:** Gathering client feedback is vital for continuous improvement. Developing mechanisms such as surveys, interviews, and feedback forms at key project milestones allows you to collect valuable insights from your clients. Actively listening to this feedback and taking appropriate actions to address any issues or concerns shows clients that their opinions are valued. Additionally, using client satisfaction metrics to measure the success of your services helps identify areas for improvement and ensures that your offerings remain effective.

**Continuously Improve Your Offerings:** Continuously improving your offerings requires regular reviews to ensure they remain relevant and effective in meeting client needs. Staying abreast of industry trends and innovations is important, allowing you to adapt your services to stay competitive. Encouraging internal feedback from your team also plays a crucial role in identifying inefficiencies and opportunities for enhancement in service delivery. By fostering a culture of innovation and adaptation, you can ensure that your services evolve to meet changing client demands.

# FINAL THOUGHTS.

To recap, creating successful service offerings in Professional Services (PS) requires a deep understanding of market demands and customer needs. This includes conducting thorough market and client research, defining clear and valuable service offerings, and implementing strategic pricing models. Equally important is mastering positioning techniques to communicate your unique value propositions effectively.

Professionals in the industry should apply these strategies by conducting rigorous market and client research, and developing well-defined service packages. By leveraging value-based pricing and crafting compelling messaging, businesses can differentiate themselves and drive growth.

Well-crafted service offerings that align with market demands and customer needs are pivotal for long-term success in the PS industry. By continuously refining these offerings and ensuring consistent quality and value, your business can attract a broader client base and achieve sustained profitability. Embrace these strategies to enhance your service offerings and position your business as a leader in your field.

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