



Why Smart Sales Leaders Care About Field Service

You and your sales team have worked hard to bring on big, lucrative clients. But here's an ugly reality: **nothing will undo all your hard work faster than bad service.**

“Sales sells the first machine, service sells the rest.”

Field Service Engineer, Medical Device Industry

Savvy salespeople know that happy customers and reference selling are the keys to a successful sales strategy. With the expansion and cross-sell potential within the accounts you already have, you have a great opportunity to blow your quota out of the water. However, good coordination with your service team is imperative if you want to curb customer churn and expand your footprint. After all, field service is often the last bastion of face-to-face customer relationships. Very literally, your field service techs/engineers keep customers up and running, your company growing and thriving. They often have more face time with your customer than you do (especially if regular preventive maintenance is part of their responsibilities). And here's the kicker – he or she is a hero to your customer. Who else hops in a van (or on a plane) and shows up at their door armed with the skills, know-how and the parts to solve their problems? It's an amazing opportunity to delight your customer.

Maybe this sounds familiar: You've been calling on the account for months trying to convince them to replace that old piece of equipment with the latest, state-of-the-art model, but they keep putting you off. You showed off the new product video, walked them through an ROI analysis, and demonstrated the new whizz-bang feature. Then Fred from Service goes onsite and makes one offhand comment – “hey, that thing is ancient, I've heard good stuff about the new ones” and bang, you've got a new contract. What was the difference? Fred is a trusted source of technical product info, and the customer doesn't feel “sold to”. But it can go both ways – god forbid Fred is telling them “yeah, you don't need that upgrade yet – the old one is fine”!

TOP 3 REASONS to Care About Field Service



Good after sales service leads to more business and increased customer loyalty



Field techs can be your best source of cross-sell and expansion opportunities and will keep your customer contacts up to date for you – as long as the lines of communication are open



Unlike your sales rep, your service rep is viewed as a trusted advisor to the customer

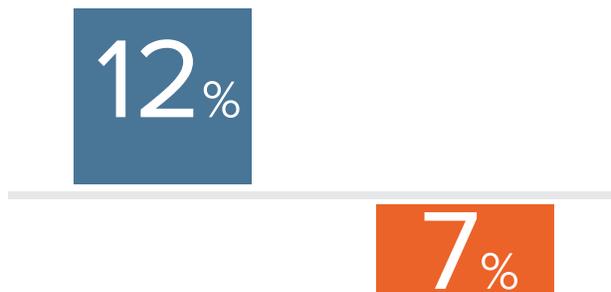




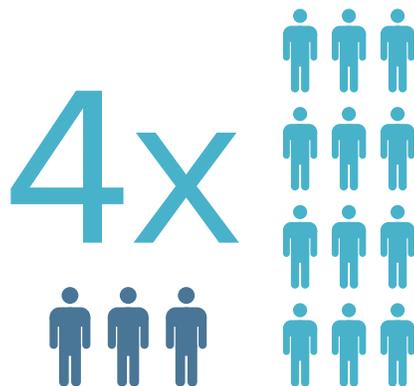
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How can you strengthen the bond with field service? Communication is key. Flawless field service requires that sales and service see the same customer data at all times so that Fred knows what contracts are in the works. In turn, Fred will help keep your contact data clean and up to date, so that you can keep the right people at your customer in the know about new products and updates. Keep the lines of communication with service open, and see both product and service revenues soar. But if field service is currently less-than-flawless in your organization, you need ServiceMax.

Companies with Best in Class service operations increased service revenue 12%, laggard organizations showed a service revenue DECLINE of 7%. (Aberdeen)



A customer is 4 times more likely to buy from a competitor if the problem is service related vs. price or product related. (Bain & Co.)



According to our 2014 customer survey, the average ServiceMax customer sees a **22%** increase in service revenue, but some of our customers have seen absolutely jaw-dropping results. Case in point? LitePoint increased their service revenues a whopping **74%** in their first year, as ServiceMax enabled them to transform service from a "necessary evil" to a well-managed contributor to both the top and bottom line.



WHO IS SERVICEMAX?

Imagine flawless field service. Homes, offices, hospitals – there are machines and systems to be maintained and serviced just about everywhere. How does that service technician know where to go, what to do and how to satisfy his/her customer quickly and efficiently? ServiceMax delivers the first and only complete and mobile suite of field service software available in the cloud. By optimizing scheduling, managing work orders, tracking parts and more, ServiceMax helps organizations delight their customers, grow their service revenues and perfect how they deliver service to their customers.

