

# International Service Management 2007

17-19 September 2007

Develop and implement Services successfully at an international level!



Conference 17 - 18 September 2007

Workshop 19 September 2007

## Key topics:

- International Service Strategy
- International Service Marketing
- Global Service Delivery
- Risk Management
- Sharing Experience
- Intercultural Learnings
- Service, Subsidiaries and Partners
- International Service Sales
- Key Success Factors for the Service Business
- Consultative Value Selling



## Learn from the best in international Service with examples from Europe, Asia and America

- How to carry out audit programs, KPI's and risk management in the international service business successfully
- How to organize international service activities effectively!

### Main subjects of the conference and workshop:

Learn from internationally successful companies like HP Services, Nokia, Alfa Laval, Sony and Linde Material Handling how service activities can be internationally developed, coordinated and optimized. The 2-day conference focusses on the exchange of experience, discussions, hints and impetus that the participants can implement in their company's. The workshop on Wednesday can be booked separately - learn from the best Service Manager for your business.

### Dates:

#### International Service Management

- conference 17 - 18 September 2007
- workshop 19 September 2007
- The ISM will be held in English

### Participants' benefits:

#### The participants...

- will be provided with action concepts, advice and hints for successfully organizing their service activities in foreign countries. With a comprehensive overview of requirements, possible solutions and models for success in the international service business.
- will experience an intensive exchange of experiences with guest-speakers and participants from different companies.
- An additional benefit of the conference will be personal networking and the possibility of discussing future questions with like-minded people

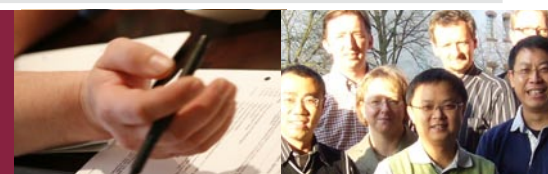
### Participants:

#### Service Managers, Marketing- and Sales Managers...

- who are already working at an international level in the service field and who want to get a new boost for their activities in foreign countries;
- who want to be prepared for working abroad;
- who are responsible for the strategic alignment of the international service business.

### Methodology:

- Lectures and dialogue-oriented discussions
- Plenary discussions and active exchange of experiences
- Group exercise and workshops



# Schedule 17 September 2007:

## Key topics:

- International Service Strategy
- International Service Marketing
- Global Service Delivery

- Risk Management
- Sharing Experience



**8:30 a.m. Welcome Coffee and Tea**

**9:00 a.m. International Service Trends**

Michael René Weber, CEO,  
MarketingAkademie Hamburg

**9.30 a.m. The Results of a Global Survey 'Strategies and Challenges in Service Management'**

- How to keep up with the speed of technological evolution
- Redesign Service Delivery from a fixed cost to a variable cost model
- Redesign the Service Value Proposition to improve profitability and growth

Hilbrand Rustema, Managing Director  
Noventum Service Management Consultants, Netherlands

**10:15 a.m. International Service Marketing**

- Achieving growth through a proactive business planning approach
- Barriers and enablers to implementation
- Managing international key account relationships

Dr. Martin Habert, Sales & Marketing Manager Parts & Service,  
Alfa Laval Lund AB, Sweden

**11:00 a.m. Coffee- and Tea-Break**

**11:30 a.m. Global Service Delivery of HP Services**

- Global Delivery strategy of HP
- Sourcing design principles
- Process model and governance

Edgar Aschenbrenner, Managing Director, Hewlett-Packard GmbH,  
Vice President HP Services, Germany

**12:30 a.m. Lunch**

**2:00 p.m. Moderated group exercise / sharing experiences**

- Strategy and marketing for Service
- Sourcing design principles

Hilbrand Rustema and Dr. Martin Habert

Edgar Aschenbrenner

**3:15 p.m. Coffee- and Tea-Break and presentation of the results**

**4:00 p.m. Risk Management**

**Task of international Service activities based on samples out of electronic products**

- Fake Products
- Reliability Incidence
- Re-Call Activities

Werner Ziemann, former General Manager,  
Sony Europe

**4:45 p.m. Open discussion and last questions on today's topics**

**7:00 p.m. Dinner with all Participants in Hanseatic Atmosphere**



# Schedule 18 September 2007:



## Key topics:

- Intercultural Learnings
- Service, Subsidiaries and Partners
- International Service Sales
- Key Success Factors for Service Business
- Consultative Value Selling

**9:00 a.m. The Green Field Approach or how to innovate the international Service Business**

**9:45 a.m. Covering intercultural Differences**

- India / Asia
- New EU-Countries / Russia

**10:30 a.m. Coffee- and Tea Break**

**11:00 a.m. International Service with Subsidiaries and Partners - Experience from Asia**

- Service strategy and organisation
- Service market
- Service support and development

Friedhelm Schömann, Head of Service,  
Linde Material Handling

**11:45 a.m. International Service Sales**

- Challenges and opportunities of the introduction of consumer based chargeable Services in a device focused company – a case study.

Lutz von Stengel, Global Service Sales Support,  
Nokia

**12:30 a.m. Lunch**

**2:00 p.m. How to be successful in Internationalizing Services**

- Up-to-date research results
- Benchmarks
- Implications

Maren Klein, research assistant, marketing department,  
Freie Universität Berlin, Prof. Dr. Christina Sichtmann

**2:30 p.m. Moderated Group Discussion  
Implementing Key Success Factors from the research into own practice**

**3:30 p.m. Coffee- and Tea Break and presentation of the results**

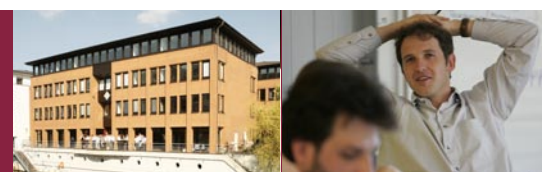
**4:00 p.m. Consultative Value Selling in the Service Business – increasing sales by maximising customer value**

- How to explore what customers really need – talking to the right people in the right way
- How to build a quantifiable customer value model – understanding the customer's business and thinking as their partner
- How to move from traditional vending to Consultative Value Selling – changing approaches and mindsets.

Pete Menzies, trainer,  
MarketingAkademie Hamburg

**4:45 p.m. Conclusions and finish of the ISM 2007**

## Networking



## Optional Workshops 9:00 a.m. - 4:30 p.m.

The third day will focus on workshops covering specific areas of the international Service Business

- **Consultative Value Selling**

Successful sales in the international Service Business

Pete Menzies, trainer,  
MarketingAkademie Hamburg

Hans-Walter Fuchs, facilitator,  
MarketingAkademie Hamburg

- **Risk Management**

How to cover reliability incidences

Werner Ziemann, former General Manager,  
Sony Europe

Michael René Weber, facilitator,  
MarketingAkademie Hamburg

- **International Pricing of Parts and Service**

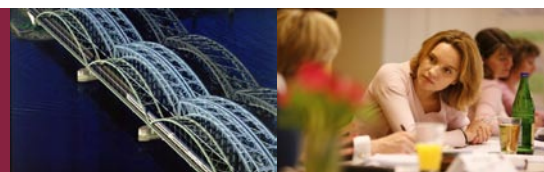
How to evaluate and implement pricing strategies

Dr. Martin Habert, Sales & Marketing Manager Parts & Service,  
Alfa Laval Lund AB, Sweden

Rainer Elste, facilitator,  
MarketingAkademie Hamburg

### Guest-speaker and facilitators:

Edgar Aschenbrenner	Managing Director, Hewlett Packard; Vice President HP Services, Germany
Rainer Elste	Facilitator, MarketingAkademie Hamburg
Hans-Walter Fuchs	Facilitator, MarketingAkademie Hamburg
Dr. Martin Habert	Sales & Marketing Manager Parts & Service, Alfa Laval Lund AB, Sweden
Maren Klein	Research assistant, marketing department, Freie Universität Berlin, Germany
Pete Menzies	Trainer, MarketingAkademie Hamburg, UK
Hilbrand Rustema	Managing Director, Novemtum Service Management Consultants, Netherlands
Friedhelm Schömann	Head of Service, Linde Material Handling, Germany
Lutz von Stengel	Global Service Sales Support, Nokia, Finland
Michael René Weber	Head of MarketingAkademie Hamburg, moderator of the seminar conference
Werner Ziemann	Former General Manager, Sony Europe



# Objectives of the Conference

Do your international service activities need to be stepped up, enhanced, developed and structured? What do you have to pay attention to in order to create an efficient organization? When do you need competent local partners? When should you establish branches? How can your company's service activities be developed towards a profit center, while simultaneously increasing customer satisfaction? How do you find out what international customers really need?

## 17 September 2007

The **first day of the conference** will focus on:

International Service Strategy	International Service Marketing
Global Service Delivery	Risk Management
Sharing Experience	

## 18 September 2007

The **second day** will deal with:

Intercultural Learning	International Service Sales
Consultative Value Selling	Key Success Factors for the Service Business
Service, Subsidiaries and Partners	

## 19 September 2007

The **third day** will feature workshops covering specific areas of the international service:

- **Consultative Value Selling**
- **Risk Management**
- **International Pricing of Parts and Service**

**On all three days**, experienced service leaders and speakers will offer a platform for the exchange of experiences among the participants. They are internationally operating specialists and executives in the service field. An overview of carefully selected aspects of worldwide service management will provide the participants with additional impetus and know-how for their own business. In addition, successful examples from **different branches** and **geographical regions** will be presented.

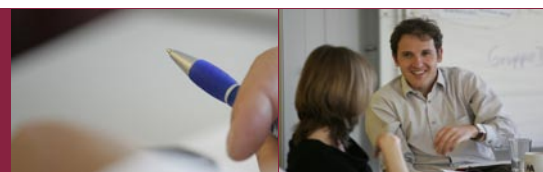
Besides presenting facts and experiences, the **focus will be on the illustration of action points** for the participants' **service activities**. Opportunities for discussions with the lecturers will ensure the participants' benefit. In the evening the exchange of personal experiences will be emphasized.

### Your investment:

Fee for 3-day conference	€ 1.960,- plus V.A.T.
Fee for 2-day conference	€ 1.760,- plus V.A.T.
Workshop only	€ 680,- plus V.A.T.

### Our services:

- Participation in the seminar conference
- Handouts
- Soft drinks
- Lunch
- Certificate of Marketing Akademie Hamburg



Please use your business card or write Name,  
Company, Address, Phone and E-Mail:

**It would be a pleasure to see you  
soon in Hamburg!**

**MarketingAkademie Hamburg**

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**Registration**

Please send your registration via fax to +49 (40) 536 991 41 or register on our website  
www.marketingakademie.de

- I would like to register for the ISM event on 17-19 September 2007 in Hamburg.**  
The fee for the-3 day conference incl. handouts, lunch, soft drinks is € 1.960 + VAT.
- I would like to register only for the ISM event on 17-18 September 2007 in Hamburg.**  
The fee for the 2-day conference incl. handouts, lunch, soft drinks is € 1.760 + VAT.
- I would like to participate in the workshop (19 Sep 07):  
**(Workshop only € 680,- + V.A.T)**
  - Consultative Value Selling**
  - Risk Management**
  - Business Development**

**Please send me further information regarding the following:**

- Topics and Dates of the seminars and training courses of MarketingAkademie Hamburg
- Information about the MBA programme with specialisation in Service Management of the  
ISS International Business School of Service Management
- Unfortunately, I cannot attend the ISM 2007, but please inform me in time about the ISM 2008.

**It would be a pleasure for us to help you with your hotel reservation!**

We have reserved a numbers of rooms in hotels nearby, offering a special rate.

- Please book for me a  single room  a double room from \_\_\_\_\_ until \_\_\_\_\_.

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Place	Date	Signature
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With your signature you confirm your participation and we have registered your name for the events you have chosen. You obligate to pay the attendance fee.  
After your registration you will receive a booking confirmation as well as an invoice. In case of cancellation after 1 September 2007 there will be a cancellation fee  
of € 350. If possible you can register a colleague or friend of yours who would take over your registration. For further details and information please contact Ursula  
Schwerdt, phone +49 (40) 536 991-39.

