

SERVICES MARKETING COMPETENCY ASSESSMENT



The results of ITSMA's Services Marketing Competency Assessment were easy to understand and gave us further insight into the way we conduct marketing at Pitney Bowes. The assessment has allowed us to focus much more on individual development rather than block training needs, and has undoubtedly saved us a lot of money.



—Director, Pitney Bowes

OVERVIEW

Marketing IT services is challenging. Services are intangible, hard to differentiate, and difficult to evaluate. For individuals and organizations used to marketing products, succeeding with services requires new and different skills. And, if you're at a product-based company, services are often looked down upon by the product side of the house. When you're responsible for bringing services to market, you need to know that you and your team have the right competencies for the job.

Developed in partnership with leading services marketers and learning specialists, ITSMA's Services Marketing Competency Assessment provides a unique measure of the skills most essential to services marketing success. As a primary benefit of corporate membership with ITSMA, the Assessment offers member companies the opportunity to evaluate the services marketing proficiency of up to 12 marketers at no charge beyond the annual membership fee.

Based on the ITSMA Marketing Framework, a comprehensive approach to client-centric marketing for services and solutions, the Web-based self-assessment assessment takes no longer than 15 minutes to complete. It measures core skills in seven critical areas of services marketing:

- Strategy and market planning
- Portfolio management
- Marketing communications
- Relationship management
- Marketing operations
- Sales support and enablement
- Business partner management

BENEFITS OF THE ASSESSMENT

- **Individual team members** will receive *personal* and *confidential* evaluations of their skill-sets so that they can better understand their strengths and weaknesses and plan for continuing professional development.
- **Membership sponsors** will receive a report of the aggregated scores of their team, along with comparative benchmarks from other services companies we've evaluated. This overview will help the entire organization shore up its professional development programs, make more informed hiring decisions, and fully leverage its competitive strengths.

By repeating the assessment every 12 months, you and your company will gain a valuable snapshot of how effectively you and your team are building your skills, and how you're stacking up against other leaders in the field.

HOW TO SCHEDULE YOUR COMPANY'S ASSESSMENT

All ITSMA member companies are entitled to this complimentary skills assessment for up to 12 marketers as part of their annual membership agreement. ITSMA can also make the assessment available to larger teams for a nominal additional fee.

For more information, or to schedule your company's assessment, please contact your company's member engagement director or Katie Gustin at +1-781-862-8500, Ext. 114 or kgustin@itsma.com.