

**Company Survey:
Professional Services at a Product Company**

Survey Participants	
Survey Date	

1	<p>If you currently have a professional services organization, are you satisfied with the financial performance?</p> <p><i>Comments:</i></p>	YES	NO
2	<p>On a scale of 1-10, 1 being "novice" and 10 being "expert", how would you rate your company's ability to effectively sell solutions?</p> <p><i>Comments:</i></p>	1 2 3 4 5	6 7 8 9 10
3	<p>On a scale of 1-10, 1 being "novice" and 10 being "expert", how would you rate your company's ability to effectively deliver solutions?</p> <p><i>Comments:</i></p>	1 2 3 4 5	6 7 8 9 10
4	<p>On a scale of 1-10, 1 being "novice" and 10 being "expert", how would you rate your company's ability to capture intellectual property from customer engagements?</p> <p><i>Comments:</i></p>	<u>1</u> 2 3 4 5	6 7 8 9 10
5	<p>Currently, what are the critical metrics you use to evaluate the effectiveness of your PS organization?</p>	<p>1) _____</p> <p>2) _____</p> <p>3) _____</p>	<p>4) _____</p> <p>5) _____</p> <p>6) _____</p>

6	<p>On a scale of 1-10, 1 being “barely” and 10 being “completely”, how aligned is your professional services organization to overall company objectives?</p> <p><i>Comment:</i></p>	<p>1 2 3 4 5</p>	<p>6 7 8 9 10</p>
7	<p>What do you consider your top three critical success factors in delivering solutions to your customers?</p> <p><i>Comments:</i></p>	<p>1) _____ 2) _____ 3) _____</p>	
8	<p>Currently, what are your top three business issues for professional services?</p> <p><i>Comment:</i></p>	<p>1) _____ 2) _____ 3) _____</p>	
11	<p>Are you familiar with any literature, associations or training targeted at managing professional services at a product company?</p> <p><i>Comments:</i></p>	<p>YES</p>	<p>NO</p>
12	<p>Would you be interested in hearing “experts” who have researched the specific challenges of offering professional services at a product company?</p> <p><i>Comments:</i></p>	<p>YES</p>	<p>NO</p>

<p>13</p>	<p>Would you be interested in hearing successful practitioners share their experiences, both good and bad?</p> <p><i>Comments:</i></p>	<p>YES</p>	<p>NO</p>
<p>14</p>	<p>What aspects of managing services are you most interested in exploring <i>(circle all that apply)</i>:</p> <p><i>Comments:</i></p>	<p>Organizational Design</p> <p>Best Practices</p> <p>Solution Portfolio Management</p> <p>Financial Modeling</p>	<p>Metrics</p> <p>Market Landscape Analysis</p> <p>Other Topics:</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>15</p>	<p>What education format most appeals to you?</p> <p><i>Comments:</i></p>	<p>Full day session</p>	<p>Half Day Session</p>
<p>18</p>	<p>Would you prefer a program customized to your organization on this topic, having it presented to executives from key areas?</p>	<p>YES</p>	<p>NO</p>
<p>19</p>	<p>Any comments on executive education in general?</p> <p><i>Comments:</i></p>	<p>YES</p>	<p>NO</p>