



*Service Event: „Lernen, Netzwerken“*

## **Contracts for Advanced Services**

*September 27, 2022, 16.30h – 18.00h*

**Registration:** <https://www.xing-events.com/ContractsforAdvancedServices>



data**booster**



**HSLU** Hochschule  
Luzern

*Place: ZHAW,  
Zürich, Lagerstrasse 41, room ZL 06.08*

Zürcher Hochschule  
für Angewandte Wissenschaften





# Contracts for Advanced Services: A Playbook to Guide from Concept to Completion

Prof. Dr. Shaun West

**SELLING ADVANCED SERVICES**  
LARS HENNECKE

**BUYING ADVANCED SERVICES**  
FRANCK-OLIVIER FORMIS

**DELIVERING ADVANCED SERVICES**  
ANDREW HARRISON

**ALIGNED VIEW**  
BRING PEOPLE ALONG THE JOURNEY  
UNDERSTAND YOUR BUSINESS PRIORITIES  
BE CLEAR WHAT YOU WANT TO PUSH  
CONTRACTS: ADDRESS AND RESPECT DIFFERENT MINDSETS  
PRICING: KNOW WHAT YOUR CLIENTS WANT  
RISK: IT'S A TEAM EFFORT

**BUSINESS CASE**  
CLIENT "MY MARKET IS NOT READY"  
PRICE: HAVE A COMBINED OFFERING  
BUYER-SUPPLIER RISKS: COMMERCIAL SENSITIVE DATA AN ISSUE  
SCOPE: GOOD WILL TRUST

**SERVICE HAS A LIFE CYCLE**  
DIFFERENT PHASES REQUIRE DIFFERENT THINGS  
PAIN POINTS: PAIN WHEN ASSETS DON'T WORK  
SERVICE DELIVERY CAN BE THOUGHT OF AS A SERIES OF EVENTS  
VALUE OF ADVANCED SERVICES: KNOWING WHEN TO NOT DO SOMETHING

**OUR GOALS TODAY...**  
ASSESS OUR KNOWLEDGE  
SEE WHAT'S WORKING  
PAIN POINTS  
PUT TOGETHER A TO-DO LIST

## Contracts for Advanced Services: A Playbook to Guide from Concept to Completion

When selling advanced services, the conceptual and contractual complexities of such contracts are all too often underestimated. Experience shows that this is especially true when selling into traditional B2B markets.

The developing and longer-term nature of advanced services and the need for collaboration between seller and buyer should be reflected in the contract. For example, the traditional approach of using 'specification and data sheets within specified operating parameters' for service contracts will need to be replaced with contractual structures reflecting the dynamic, evolving nature of advanced service contracts.

This creates challenges for both sellers and buyers of advanced services: traditional mind-sets must be overcome, high-level advanced services outcomes /

measures have to be agreed, flexible / adaptable contractual framework should be developed, and collaborative structures are required in the contracts.

When selling advanced services, it is critical to address the evolving nature. Adaptable contracts, often specifically tailored to the buyers' needs, are required, which challenge traditional selling / buying strategies. In addition, advanced services also require adaptation of the sellers' and buyers' behaviors.

**Prof Dr Shaun West will provide hints and tips on how to design and deliver advanced services based on expert know how and best practice. This is relevant for firms who are integrating digital with their traditional product and service offerings.**