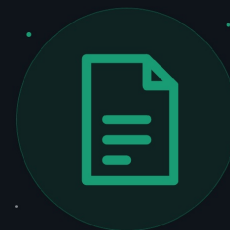


Module · Service products & contracts

Selling service with system and margin: we turn your services into clear, sellable products – with pricing logic, maintenance contracts and go-to-market.

**DURATION**

4-8 weeks · 4 consulting days

**LOCATION**

At the customer · kick-off also online

**PRICE**

CHF 5'900.- flat rate

**BILLING**

CHF 900.- deposit on booking

What it's about

Many services are given away, priced by gut feeling or only provided on request. The module turns services into products that customers understand and sales can sell.

Who it's for

CEOs, heads of service and sales with a growing installed base.

Your benefit

- A portfolio customers understand and sales can sell
- Maintenance contracts basic, standard, premium
- Prices with contribution margin instead of gut feeling
- Plannable, recurring revenue

Prerequisites

- Decision-maker present at kick-off and handover
- Service, sales and finance leads for the two workshops
- Documents and KPIs, where available

How it works

- 1 Kick-off 2 h (bookable directly): goals, scope, participants, dates
- 2 On-site analysis (½-1 day): documents, KPIs, conversations
- 3 Workshop 1: develop the concept with your team
- 4 Workshop 2: elaborate, validate, decide
- 5 Handover 2 h: results, implementation plan, next steps

Included

- Kick-off 2 h, on-site analysis, two workshops, handover 2 h
- Portfolio analysis: what earns, what only costs
- Maintenance contracts, packages, training and upgrade offers
- Pricing models and go-to-market

Deliverables

- Service product catalogue with pricing logic
- Contract templates and package structure
- Costing model (Excel)
- Sales argumentation

Not included and options

MC-BER-111	Module kick-off: deposit on booking, credited	CHF 900.-
MC-BER-020	After a Deep Dive the kick-off is not needed	-
MC-BER-030	Additional consulting day	CHF 2'200.-
MC-ZUS-010	Travel outside the region	at cost

Book the module kick-off directly

Choose a date for the 2-hour kick-off and pay the deposit. Workshops and handover we plan together.

www.maroisproject.com/en/appointment/modul-kickoff-2-h-3

