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My Career in Sales:

A Sales Profession Overview for
eServer Managers (eSM), and
eServer Series/Storage Specialists

Course #:

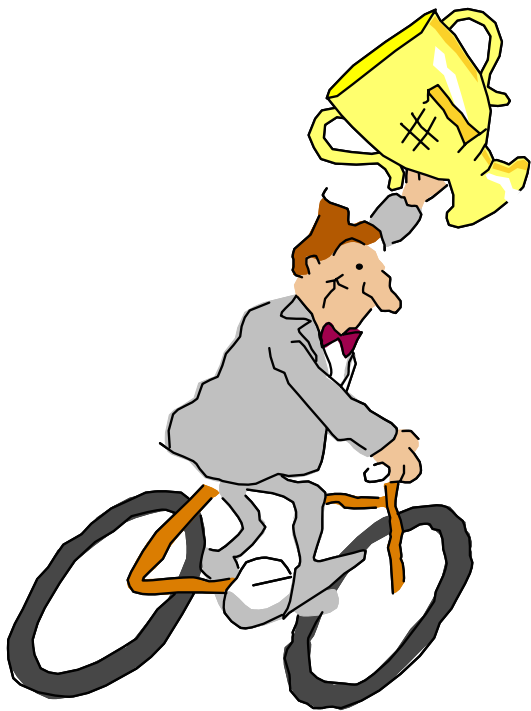
Glenda Daggert
Americas: Specialty Sales Leader



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As an eSM or STG Specialist, there are professional decisions you need to consider to get the most out of your job and your career.

- What are your roles and responsibilities?
- What are your job/career aspirations?
- What skills/experiences do you have?
- What skills/experiences do you need to grow?
- What steps do you take for Certification?
- What are the benefits of Professional Certification?
- What are the sales recognition events?
- What are the "keys" for success?



The eSM professional is a client-centric leader who sells IBM hardware offerings (zSeries, iSeries, pSeries, xSeries, Storage, Printers and associated solutions) directly to clients in Integrated and Aligned Accounts.

eSM Roles and Responsibilities

- Manage the brand opportunity pipeline in the Integrated and Aligned space.
- Participate in SSL Cadence.
- Drive multi-series/multi-product sales within the client set they are selling to.
- Drive complex, strategic opportunities and provide opportunity ownership skills as appropriate.
- Work closely with the client team to identify and validate new opportunities.
- Pass leads, when applicable, to respective Support Business Partners (e.g., SP/Core BPs, RISVs, and RSIs).

The eSM professional is a client-centric leader who sells IBM hardware offerings (zSeries, iSeries, pSeries, xSeries, Storage, Printers and associated solutions) directly to clients in Integrated and Aligned Accounts.

eSM Roles and Responsibilities

- Establish and maintain new IT and LOB business executive relationships ensuring brand value infusion to the client's business.
- Act as brand strategist, responsible for ensuring the account plan is built on a cross-brand strategy.
- Create an end-to-end client-centric value proposition for the brand, tailored to the client's industry and specific business situation.
- Represent the entire brand portfolio to the client(s), address the client business problems and assist in opportunity validation and solution design and development.
- Generate incremental revenue and/or signings and growing IBM brand market share within the account or set of accounts.

The STG Sales Specialist professional is a client-centric leader who sells specific IBM hardware, software and services offerings directly to clients in Integrated, Aligned, and SMB Accounts.

STG Specialist Roles and Responsibilities

- Sell IBM offerings directly to clients or through IBM Business Partners
- Develop and maintain expertise in a set of IBM offerings
- Engage and close sales opportunities
- Understand competition and develop appropriate sales strategies
- Match IBM solutions to client requirements
- Present value of IBM solutions to all levels of client management

As an eSM or STG Specialist, you are a member of the IBM WW Sales Profession.

The Sales Profession is a framework designed to help sellers build skills and competencies and plan their careers by identifying and capitalizing opportunities, and help them be as competitive as they can be.



Common processes, tools, education, & resources...increased portability... a true sales professional community ready to “Change the World – Every Day”

The IBM WW Sales Profession provides a standard WW framework for the eSM or STG Specialist's professional and career development .

■ **Single Sales Profession for IBM worldwide (part of the Re-energizing Sales Initiative)**

- The Sales Profession is the global home for all sellers in IBM, and is intended to support your efforts to win consistently against the competition.



url: http://w3-1.ibm.com/hr/us/your_career/en-us/casap001.html

■ **Sales Profession Disciplines focused on unique skills and competencies**

- The Sales Profession is divided into five established disciplines, focused on maintaining a unified profession of sellers and preserving those unique differences required for you to compete effectively.

- eSMs are part of the Category Sales Discipline



url: <http://w3-3.ibm.com/hr/careerplanner/cacat001.html>

- Sales Specialists are part of the Specialty Sales Discipline



url: <http://w3-3.ibm.com/hr/careerplanner/casas001.html>

- Other Sales Disciplines: Relationship Sales, Territory Sales, and Solutions Sales



url: http://w3-1.ibm.com/hr/us/your_career/en-us/casap086.html

The IBM WW Sales Profession provides a standard WW framework for the eSM or STG Specialist's professional and career development .

■ **Online Sales Profession Learning Center education roadmaps**

- The Sales Profession will provide guidance on how to strengthen your sales competencies and skills through the new Sales Profession Learning Center.

 **url:** <http://w3-03.ibm.com/sales/compass/salesprof/saleslc.html>

■ **Sales Career Guidance**

- The Sales Profession will supply you with Sales Career Guidance, by providing direction on the type of work experience and achievements you will be expected to demonstrate, in order to compete for the broadest array of jobs you choose to pursue at IBM.

 **url:** http://w3-1.ibm.com/hr/us/your_career/en-us/salep004.html

■ **Worldwide sales certification process for IBM**

- And for those IBM sales people who demonstrate their value to IBM through sustained top performance, participation in IBM Sales Professional Certification is available.

 **url:** <http://w3-3.ibm.com/hr/careerplanner/cacat005.html>

(above site for eSM and any other job/profession assigned to Category Sales)

 **url:** <http://w3-3.ibm.com/hr/careerplanner/casas007.html>

(above site for Specialists and any other job/profession assigned to Specialty Sales)

The IBM WW Sales Profession provides a standard WW framework for the eSM or STG Specialist's professional and career development .

■ **Personal Skills Update (PSU) --> to be replaced with the eDev Tool**

- Managing your skills starts with an assessment of your current proficiency using the respective IBM assessment tool. Once you know where you stand, it becomes an easy matter to keep your skills up-to-date and competitive.
- The assessment tool helps you to manage your skills and ensures that IBM has the right skills to win in the marketplace.



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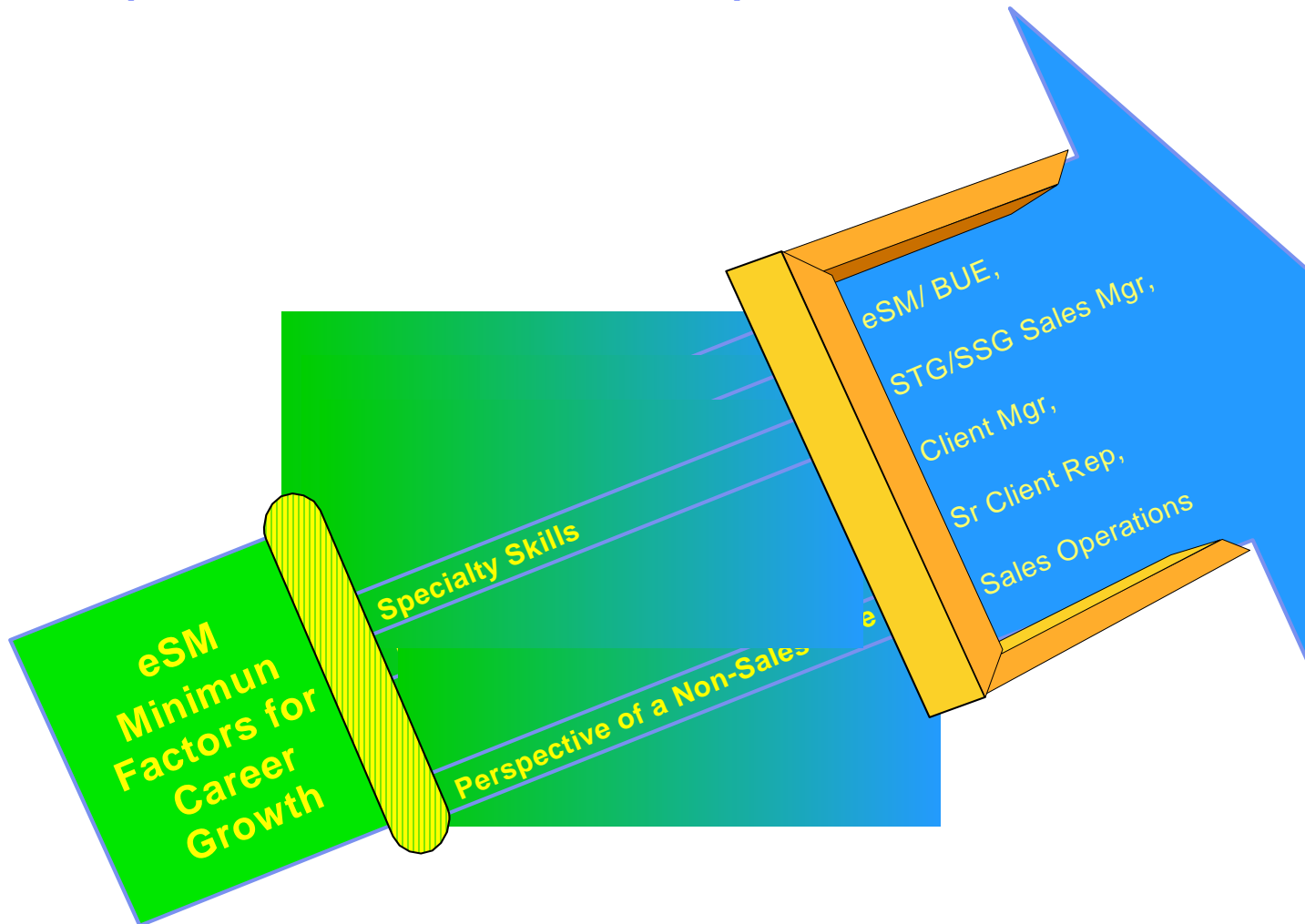
■ **Individual Development Plan (IDP)**

- IDP is a resource for you, supported by your manager's input, to document specific developmental actions based on identified expertise needs for executing your PBC and growing your career.



url: http://w3-1.ibm.com/hr/us/your_career/en-us/idp.html

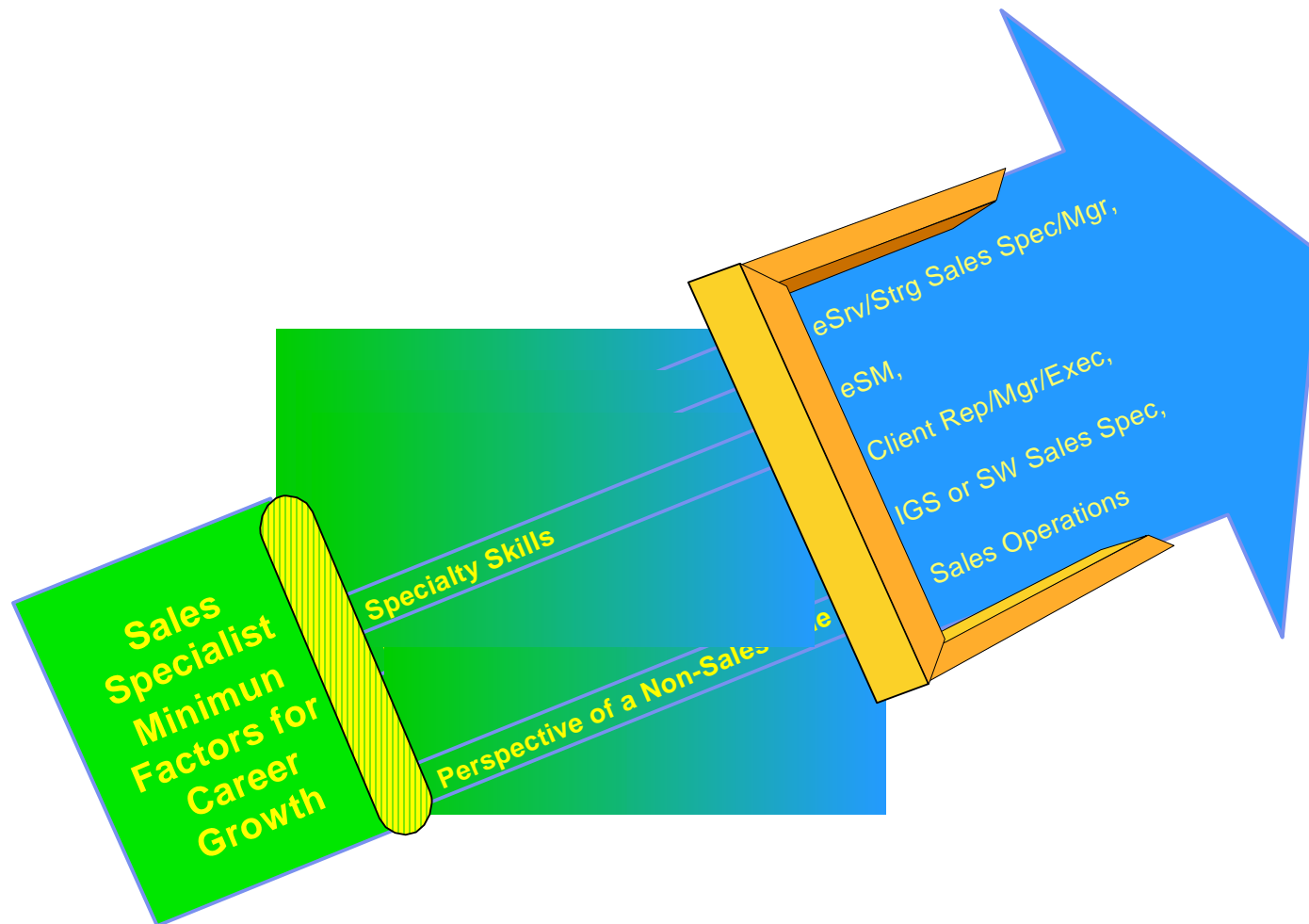
The IBM WW Sales Profession and the Systems Group Organization provide the respective framework for the eSM's professional and career development.



For more details about the minimum factors for Career Growth visit

[url: http://w3-1.ibm.com/hr/us/your_career/en-us/casap005.html](http://w3-1.ibm.com/hr/us/your_career/en-us/casap005.html)

The IBM WW Sales Profession and the Systems Group Organization provide the respective framework for the STG Specialist's professional and career development.



For more details about the minimum factors for Career Growth visit

[url: http://w3-1.ibm.com/hr/us/your_career/en-us/casap005.html](http://w3-1.ibm.com/hr/us/your_career/en-us/casap005.html)

What is the IBM Sales Competency Model?

- The IBM Sales Competency Model describes the behaviors and characteristics that differentiate an outstanding sales professional from a typical one.
- Although there are eight sales competencies, they are grouped within three sales Competency Clusters.
- Outstanding IBM sales professionals excel in all three of the Competency Clusters.



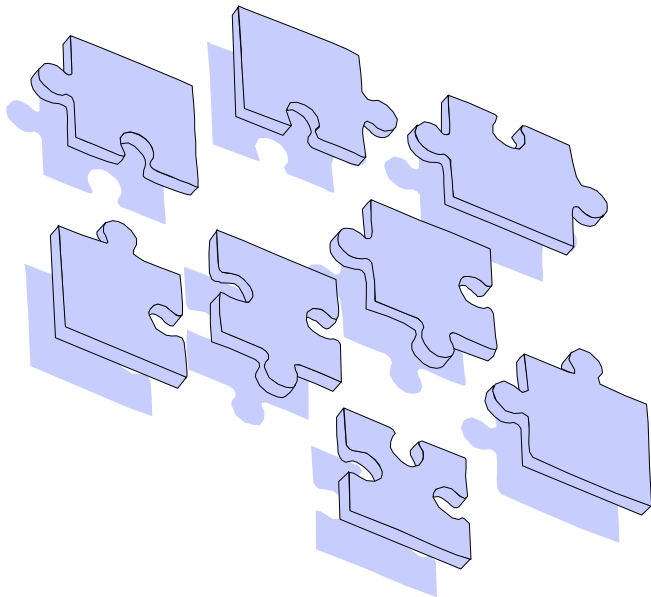
- The IBM Sales Professional goal should be to develop and demonstrate the required behaviors to become a great performer.

Learning activities and education are available to develop the eight sales competencies called for in the WW Sales Profession.

➤ **Details:** [url: http://w3-03.ibm.com/sales/compass/sales_prof_home/sales_comp_page.html](http://w3-03.ibm.com/sales/compass/sales_prof_home/sales_comp_page.html)

Sales Profession Core Skills:

- The new Sales Profession also recognizes a set of common core skills for all Sales Disciplines, facilitating employee movement between Sales Disciplines.
- Movement between disciplines allows sales professionals the opportunity to compete for a broader set of jobs, based on a broader set of experiences.



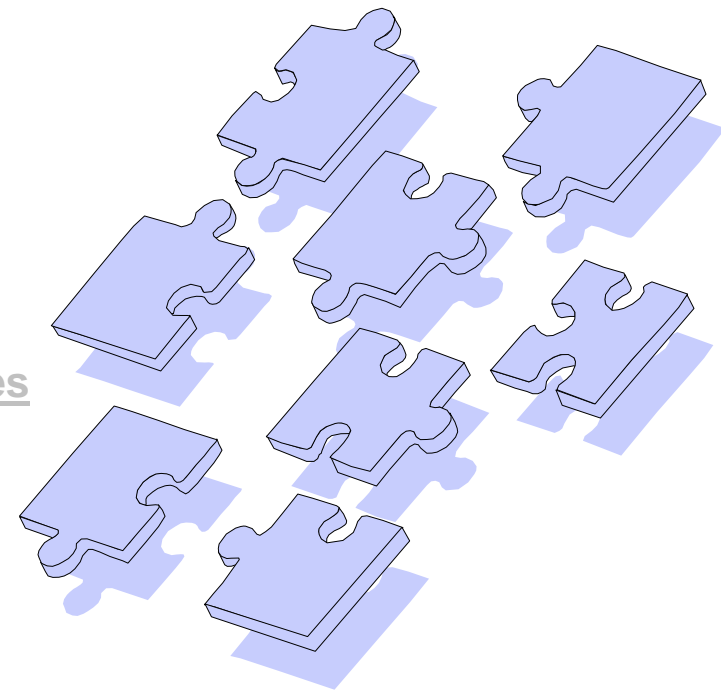
- Advise on IBM Mission/Vision/Strategy
- Apply Appropriate Financial Strategies to Client
- Apply the IBM Signature Selling Methodology
- Manage client & Channel Satisfaction
- Perform Successful Negotiations

- **The sales profession core skills are required for all sellers within the sales profession, regardless of discipline.**

Category Sales Discipline Core Skills (for eSMs):

- The Category Sales Discipline also is focused on maintaining a unified profession of sellers and preserving those unique differences required for you to compete effectively.

- Build client Relationships
- Use Knowledge of Client's Business
- Use Knowledge of Client's Industry
- Lead Individuals and Teams
- Implement IBM Business Strategies & Initiatives
- Implement Account/Territory Planning
- Apply IBM's Channel Resource Portfolio
- Perform as a Mentor



- **Eight core skills helping the Sales Professional excel.**

Specialty Sales Discipline Core Skills (for eServer Series & Storage Specialists) :

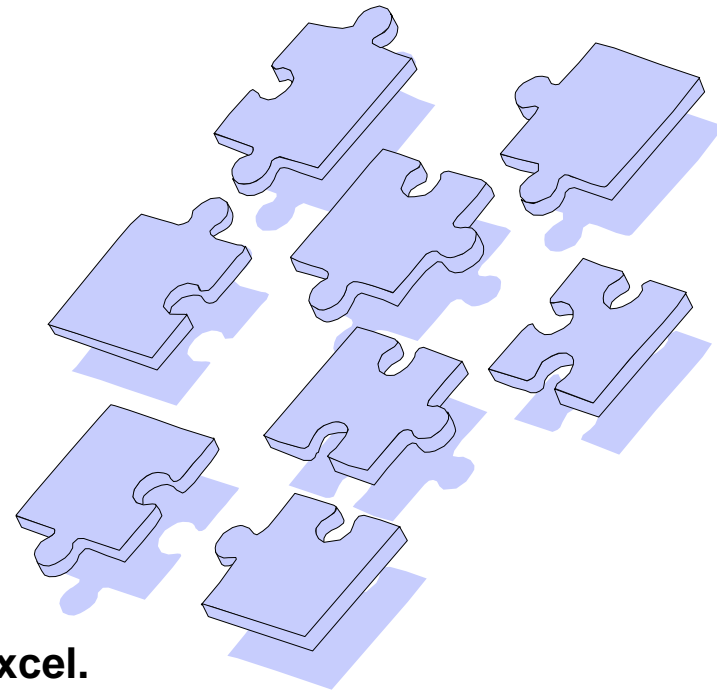
- The Specialty Sales Discipline also is focused on maintaining a unified profession of sellers and preserving those unique differences required for you to compete effectively.

➤ Apply Market Segmentation and Strategies

➤ Use Business Partners

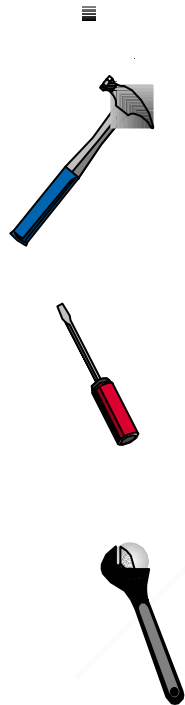
➤ Design Client Solutions

➤ Apply Project Management Methodologies



- **Four core skills helping the Sales Specialist excel.**

In the Category Sales Discipline, the following specialty skills are added to reflect the eSM's overall OI responsibility.

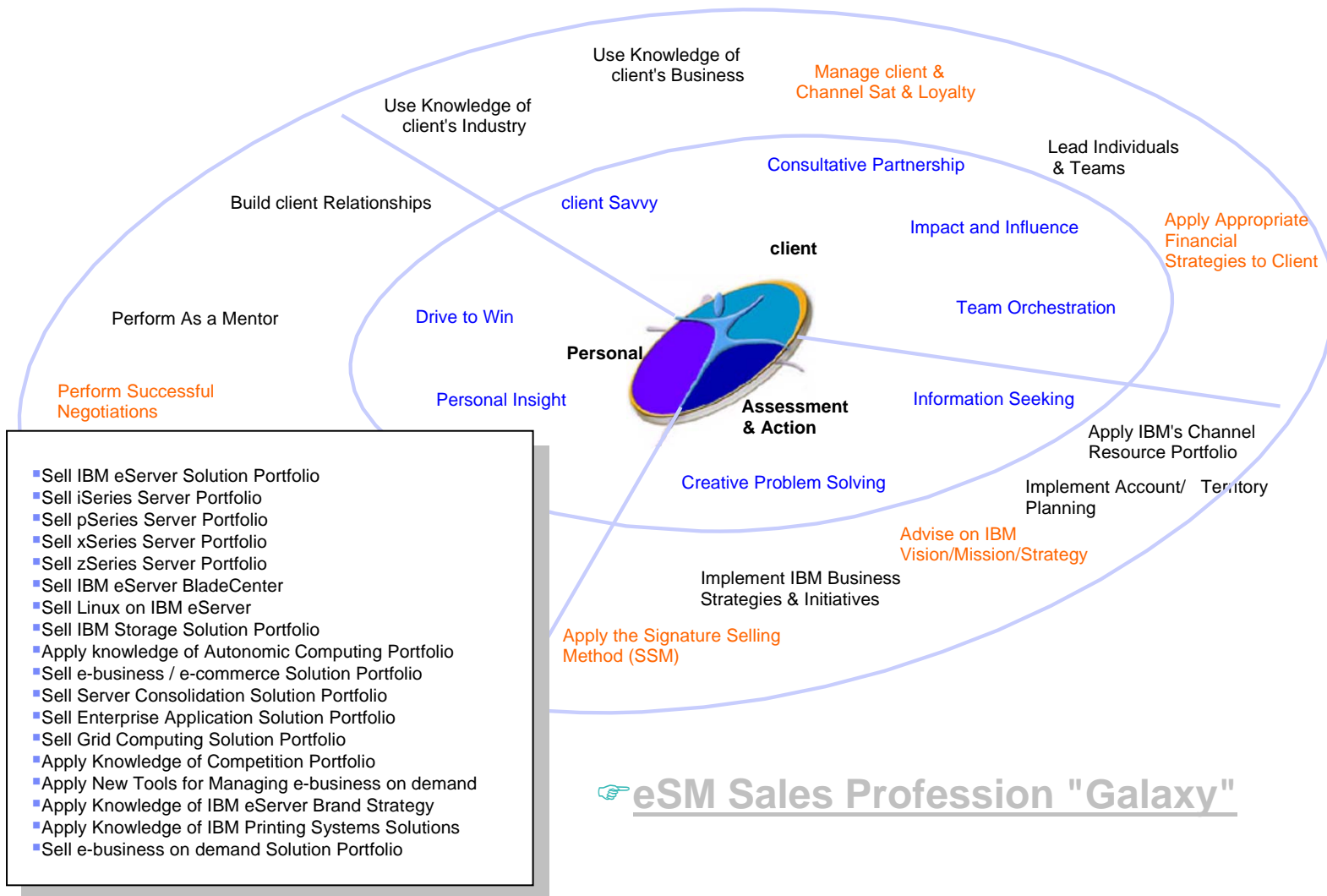


- Sell IBM eServer Solution Portfolio
- Sell iSeries Server Portfolio
- Sell pSeries Server Portfolio
- Sell xSeries Server Portfolio
- Sell zSeries Server Portfolio
- Sell IBM eServer BladeCenter
- Sell Linux on IBM eServer
- Sell IBM Storage Solution Portfolio
- Apply knowledge of Autonomic Computing Portfolio
- Sell e-business / e-commerce Solution Portfolio
- Sell Server Consolidation Solution Portfolio
- Sell Enterprise Application Solution Portfolio
- Sell Grid Computing Solution Portfolio
- Apply Knowledge of Competition Portfolio
- Apply New Tools for Managing e-business on demand
- Apply Knowledge of IBM eServer Brand Strategy
- Apply Knowledge of IBM Printing Systems Solutions
- Sell e-business on demand Solution Portfolio

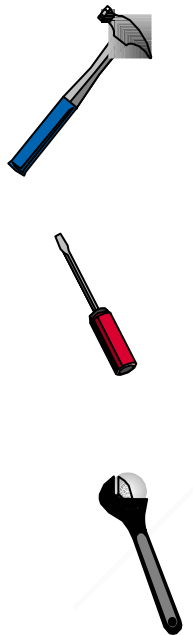
[For more details about eSM's education, please, visit "The Campus"](#)

[Please, also visit the eServer Online!](#) your portal for web lectures for , iSeries, pSeries, xSeries, and zSeries. Whether you are a Series sales rep or eSM, you can personalize this site to contain the information that is pertinent to your job.

Category Sales - eServer Manager (eSM)



In the Specialty Sales Discipline, any of the following specialty skill examples may be listed.



- Sell IBM eServer Solution Portfolio
- Sell iSeries Server Portfolio
- Sell pSeries Server Portfolio
- Sell xSeries Server Portfolio
- Sell zSeries Server Portfolio
- Sell IBM eServer BladeCenter
- Sell Linux on IBM eServer
- Sell IBM Storage Solution Portfolio
- Apply knowledge of Autonomic Computing Portfolio
- Sell e-business / e-commerce Solution Portfolio
- Sell Server Consolidation Solution Portfolio
- Sell Enterprise Application Solution Portfolio
- Sell Grid Computing Solution Portfolio
- Apply Knowledge of Competition Portfolio
- Apply Knowledge of IBM eServer Brand Strategy
- Apply Knowledge of IBM Printing Systems Solutions

👉 **Please, also visit the [eServer Online!](#)** your portal for web lectures for , iSeries, pSeries, xSeries, and zSeries. Whether you are a Series sales rep or eSM, you can personalize this site to contain the information that is pertinent to your job.

Specific skills and skill proficiency requirements are defined for each of these specialties and focus areas. A sales specialist professional specializes in one of the specialties or focus areas.

☞ [eServer iSeries Specialist](#)

☞ [eServer xSeries Specialist](#)

☞ [eServer pSeries Specialist](#)

☞ [eServer zSeries Specialist](#)

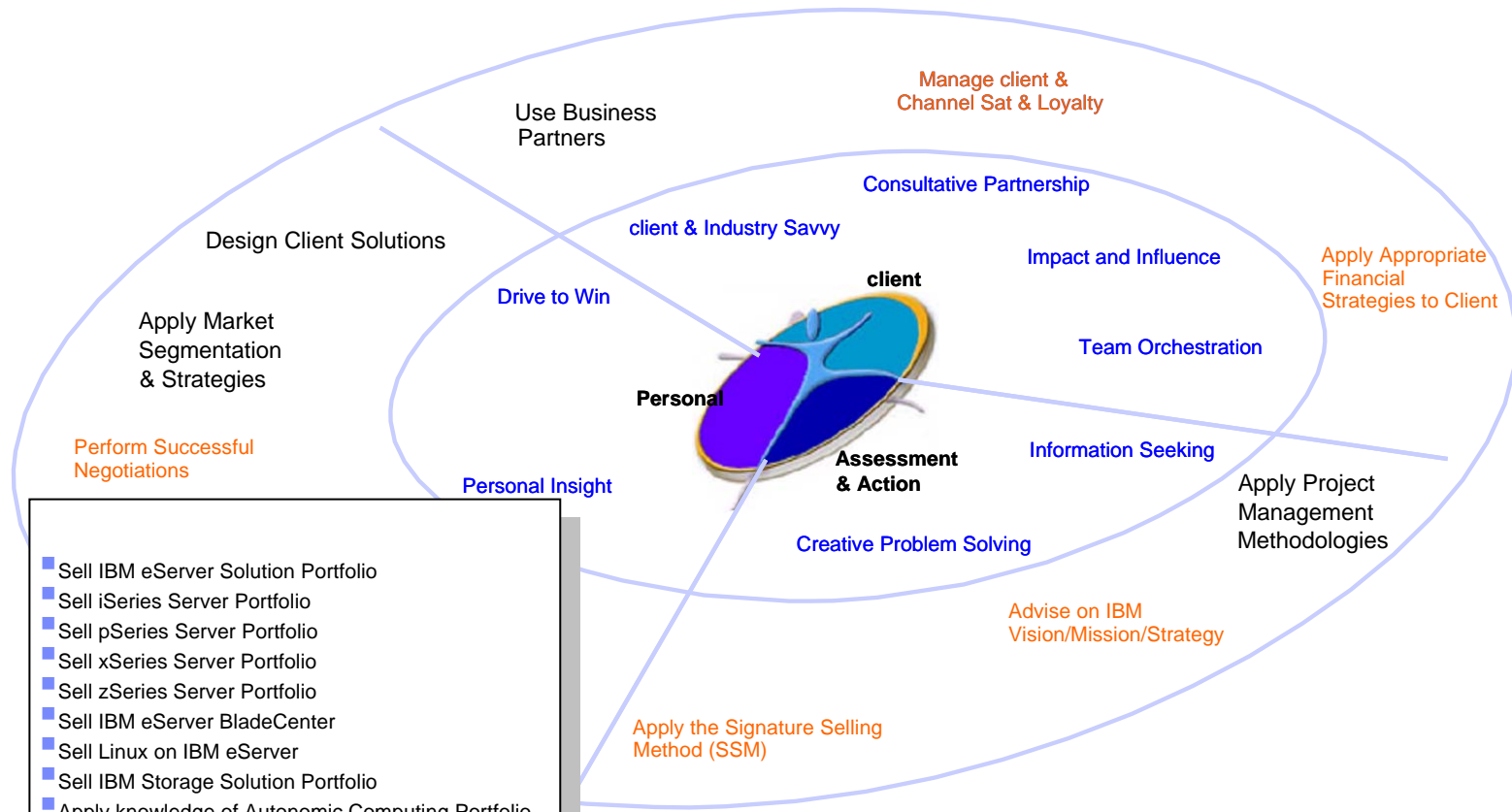
☞ [Storage Systems Specialist](#)

☞ [Business Partner Systems Specialist](#)



☞ **Please, also visit the [eServer Online!](#) your portal for web lectures for , iSeries, pSeries, xSeries, and zSeries. Whether you are a Series sales rep or eSM, you can personalize this site to contain the information that is pertinent to your job.**

Specialty Sales - iSeries Specialist



- Sell IBM eServer Solution Portfolio
- Sell iSeries Server Portfolio
- Sell pSeries Server Portfolio
- Sell xSeries Server Portfolio
- Sell zSeries Server Portfolio
- Sell IBM eServer BladeCenter
- Sell Linux on IBM eServer
- Sell IBM Storage Solution Portfolio
- Apply knowledge of Autonomic Computing Portfolio
- Sell e-business / e-commerce Solution Portfolio
- Sell Server Consolidation Solution Portfolio
- Sell Enterprise Application Solution Portfolio
- Sell Grid Computing Solution Portfolio
- Apply Knowledge of Competition Portfolio
- Apply Knowledge of IBM eServer Brand Strategy
- Apply Knowledge of IBM Printing Systems Solutions

iSeries Sales Profession "Galaxy"

The IBM WW Sales Profession certification process is available to the eSM or STG Specialist meeting the respective certification criteria.

- The goal of certification is quite simple - **drive additional business for IBM** by enhancing the professional skills of our best and brightest sales professionals.
- Certified Sales Professionals **help shape and influence IBM** by mentoring others, serving on Certification Review Boards for other certification candidates, participating in task forces, and providing other input to IBM and their peers.
- Eligibility for certification is based on **business need** and **executive support**
- The Sales Profession certification process is a **unique developmental experience** which focuses on:
 - enhancing the employee's business acumen,
 - leadership capabilities,
 - strategic thinking, and
 - client value.



What does it take to become a Certified Sales Professional?

■ Nomination

- Candidates must meet the business case requirements **for the Discipline** (e.g., revenue clip levels) and be nominated/approved by the executive management team.
- Candidates should complete the respective **nomination form** and **submit it** to their first-line manager to initiate the nomination process.
- **Upon receipt of a complete & fully approved nomination form**, the candidate is considered to have begun the certification process.
- Each individual in the process is expected to complete all requirements for certification and be interviewed by a Certification Review Board **within two years** after the nomination's approval.

☞ Details for eSM Certification: <http://w3-3.ibm.com/hr/careerplanner/cacat005.html>

☞ Details for Specialist Certification: <http://w3-3.ibm.com/hr/careerplanner/casas007.html>

What does it take to become a Certified Sales Professional?

- **Certification Process -> The candidate is expected to**
 - Understand the requirements for certification in his/her Discipline.
 - Develop and implement a plan to meet/exceed certification requirements.
 - Improve performance of his or her responsibilities to align with the expectations for Certified Sales Professionals.
 - Complete the required education and course work and other necessary learning experiences to build the required skills at the required proficiency levels including the **Business Insight Program class**
 - Gather examples and documentation which will serve as proof points in the certification package and before the certification board.
 - Complete the **certification package.**
 - **Prepare for interview** with the certification review board.
 - **Secure support and approval** from management that he or she has achieved the capabilities enabling the candidate to pass a certification board.

What does it take to become a Certified Sales Professional?

- **Resources ->** The candidate may look to the following resources for assistance:
 - The Certification Users Guide for the candidate's Discipline. All Users Guides are maintained on the Category Sales Discipline web site under the Certification section
 - Specific certification documents for the candidate's Discipline are also available on the respective Discipline web site -- Certification section
 - His or her manager.
 - Others who have achieved certification in the Sales Profession, especially those who have certified in the same Discipline as the candidate.
 - The Geography Discipline Leaders listed in the Contacts section of the Category Sales Discipline web site.

- **Certification Board Review**
 - Candidates prepare a Certification Package detailing their past accomplishments, current role & responsibilities, and tactical & strategic business plans. Must-win battle strategies, client satisfaction results, other information also required. Executive approval of the package is required before submission to the Board.
 - Each candidate is interviewed by members of the Discipline Certification Review Board, which makes the final decision on whether the candidate meets the requirements for certification in that Discipline.

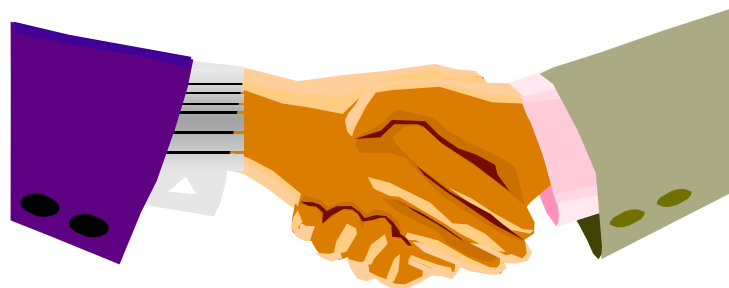
The IBM WW Sales Profession certification process is available to the eSM or STG Specialist meeting the respective certification criteria.

There are many **benefits** that certification brings to both IBM and the employee:

Investment in IBM's future: It is generally believed that the IBM Sales Profession provides IBM with a competitive market advantage and maintaining this advantage is key to IBM's business strategy.

Drives Client Loyalty: Having a highly skilled and knowledgeable IBM team face-to-face with our clients' top level executives is the catalyst to driving client loyalty in a very competitive marketplace.

Promotes Leadership: Identifying potential future leaders and providing these individuals with a developmental program that puts them in a position of leadership are critical to IBM's market position in years to come.



eSMs & STG Specialists are eligible for sales recognition events designed to acknowledge and celebrate the successes of our best sales performers.

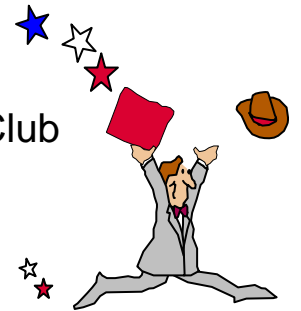
■ **Golden Circle:**

■ IBM's top sales recognition event each year. Represents the highest achievers in the sales profession. IBMers and their adult guest are invited to host location for the IBM Golden Circle event.

■ **100% Club:**

■ As members of the STG organization, eSMs & STG Specialists will be eligible for Club membership according to the STG eligibility criteria.

■ Eligibility is automatic and predefined based upon eSM/STG Specialist achieving primary industry growth revenue growth quota.



■ **100% Club Event:**

■ As members of the STG organization, eSMs & STG Specialists will be eligible to attend the Club Event according to the STG Geography criteria.

■ Portion of slots allocated as automatic qualifiers. Portion of slots are selected on overall full year performance via invitation.

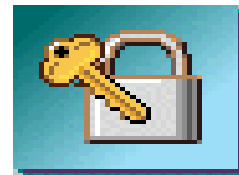
■ **STG specific geography recognition programs:**

■ In each Geo, STG may have specific recognition events and/or programs which are available for the eSM & STG Specialist community.



Keys for success:

- **Challenge yourself** to work in new, unknown areas in addressing your client's business problems. **Think outside the box** by bringing the full breadth of IBM/STG.
- **Personally drive the experiences and education you need** and then work with your manager to pursue new career opportunities.
- **Cultivate your IBM/BP contacts** in your OI pursuit - work the network!
- Develop **industry insights and expertise** for your assigned client/territory.
- Reach out and **connect with your eSM/STG Specialist colleagues** to share experiences.



The Sales Profession is very relevant for you as an eSM or STG Specialist.

*IBM's ability to deliver value to clients -- and thus our success in the marketplace -- rests on the knowledge, skills, and experience of our sales and services teams. The Sales Profession program is designed to help you develop your industry expertise, business insight, and technical knowledge, and also provides information, educational tools, and developmental opportunities to help you succeed. It is strongly recommended to use these Sales Profession resources to continue your development. The investment will translate into business results, career growth and increased earnings potential, and of course helping you to “**Change the World - Every Day**”.*

Sales Profession Contacts for eSMs

■ **Category Sales Discipline Leaders:**

- Cathy Newton, Americas Leader (Cathy Newton/Markham/IBM@IBMCA)
- Paul Cavin, EMEA Leader (Paul Cavin/UK/IBM@IBMGB)
- Robyn Selge, AP Leader (Robyn Selge/Australia/IBM@IBMAU)
- Cesar Castillo, WW Leader (Cesar Castillo/Miami/IBM@IBMUS)
- Robert Samson , VP WW Systems Sales, Category Sales Exec (Robert Samson/Albany/IBM@IBMUS)

■ **eSM Geo Certification Leaders:**

- Robert Carucci, Americas (Robert Carucci/White Plains/Contr/IBM@IBMUS)
- Robyn Selge, AP (Robyn Selge/Australia/IBM@IBMAU)
- Paul Cavin, EMEA (Paul Cavin/UK/IBM@IBMGB)

Sales Profession Contacts for Specialists

■ **Specialty Sales Discipline Leaders**

- Glenda Daggert, Americas (Glenda Daggert/White Plains/IBM@IBMUS)
- Paul Cavin, EMEA (Paul Cavin/UK/IBM@IBMGB)
- Damian Dooley, AP (Damian Dooley/Australia/IBM@IBMAU)
- Steve Bartomioli, WW Leader (Steve Bartomioli/New York/IBM@IBMUS)
- **TBD**, Specialty Sales Discipline Executive

■ **Americas Specialty Certification Leaders**

- Katie Bonta, iSeries (Katie Bonta/Atlanta/IBM@IBMUS)
- Steven Michael, pSeries (Steve Michael/Mount Laurel/IBM@IBMUS)
- Jim Coffey, zSeries (Jim Coffey/White Plains/IBM@IBMUS)
- Mark Hornak, xSeries (Mark Hornak/Cleveland/IBM@IBMUS)
- Robert Carucci, Storage Systems (Robert Carucci/White Plains/IBM@IBMUS)

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