



IBM Systems and Technology Group University 2005

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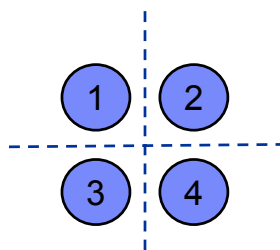
Barcelona, Spain
January 24 - 27, 2005

ON DEMAND BUSINESS™



IBM Systems and Technology Group University 2005

How PartnerWorld Education, Training & Tools Help
Accelerate Your Sales Skills for On Demand Business



Patrizia Scherzer
On Demand Channel Enablement



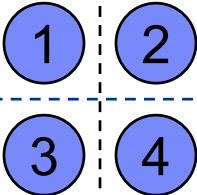
Session objectives for Team IBM sellers

- Describe and use **resources from IBM and PartnerWorld** that enable sales and solution design teams **to build skills for on demand business**
- Describe **key marketing and sales enablement offerings** for Business Partner sales professionals and management
- Create an **action plan for accelerating your sales skills** to identify and close On Demand Business opportunities

Our Agenda today

Describe On Demand Business knowledge and skills

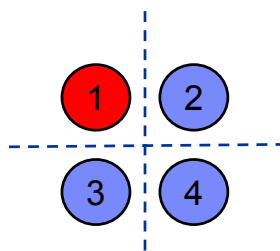
Highlight PartnerWorld & IBM Resources for selling solutions for on demand business



Focus on PartnerWorld training, certification & sales enablement offerings for on demand skills

Define steps for getting started selling on demand solutions

On Demand Business Knowledge & Skills



Five things you need to know for 2005

ON DEMAND BUSINESS™

Knowledge & Skills for On Demand Business

- **Strategy and Business Partner Roles**
- **Characteristics of on demand businesses**
- **Entry Points →**
 - Operating Environment
 - Infrastructure
 - Flexible financial and delivery model
 - How to acquire & finance
 - Business Transformation
 - Business Models
- **Industry points of view, marketplace opportunity**
- **Opportunity Identification**
 - on demand assessment tools for sales
- **Client infrastructure readiness**
 - on demand assessment tools for IT Efficiency
- **Why IBM?**
 - competitive differentiation
- **Available resources: where they are, how to access**

Five Things You Need to Know for 2005:

1. **Why IBM?**
2. **Innovation is what breaks new ground**
3. **Where clients are investing time, energy and resources**
4. **On Demand Business: It's not what you buy, it's what you build**
5. **IBM [and Business Partners]: One-of-a-kind problem solver for business leaders**

How Do I get Started?

ibm.com/partnerworld

White Papers and Case Studies

White Papers



Living in an On Demand World
October 2002

Newspaper Articles

Newspaper Insert - Manifesto



Once upon a time, there was a company in desperate danger of getting left behind. Their customers were demanding more personal service, more customization, more value. More, more, more. Instantly. *On demand*. But the company was inflexible. *Stuck*. They couldn't respond quickly. Things were dire.

SO THEY BOUGHT A TIME MACHINE. THAT'S RIGHT. A TIME MACHINE.

Flak a witch, they could go forward in time - and understand what their customers were going to need before they actually needed it. Touch a button, they could go back and make investments in proprietary technology - stuff that should have died. Then, they could respond like that. They could catch up. It was exciting. They were joined. There was only one problem: the time machine was a dud. It didn't work.

And that's when they called IBM.



IBM: Business transformation through end-to-end integration

Challenge

Overwhelmed by its own complexity and faced with possible demise, IBM struggled to learn the lessons it needed to survive. Forced to examine and redraw virtually every aspect of its business model, the company realized, through both its successes and failures, that transformation held the key to its future.

Industry Points of View (POVs)

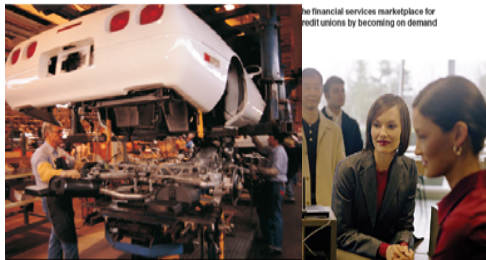
A business as diverse as the global business services industry



Racing to compete, the automotive industry goes on demand



The financial services marketplace for credit unions by becoming on demand

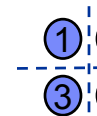


ON DEMAND BUSINESS e-Newsletter

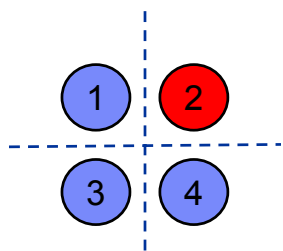
The screenshot shows the top navigation bar with links for Home, Products & services, Support & downloads, and My account. Below this is a 'Select a country' dropdown. The main content area features a large banner for 'ON DEMAND BUSINESS e-newsletter' with a 'Get ON every month' section. This section includes a list of benefits: 'The latest advances in strategy and technology', 'Audio and video success stories', and 'Exclusive interviews with top IBM executives'. A 'Sign up now' button is prominently displayed at the bottom right of the sign-up area.

ON Demand Business Campaign

The screenshot displays the 'ON DEMAND BUSINESS' campaign page for June 2004. The main headline is 'TURNING IT ON' with the subtext 'On Demand Business gives companies new ways to win'. Below this are three featured articles: 'SEE WHO'S ON' (with links for 'View Flash version', 'Non-Flash', and 'Learn more'), 'UNITE AND CONQUER' (about eDiamond grid pits computers against cancer), and 'CHIEF FOCUS OFFICER' (about a new breed of CFO). At the bottom, there is a 'The quick read' section with links for 'Will WiFi kill telecom?' and 'The mainframe turns 40 / SOAs connect', followed by a 'WHY IBM?' link.



PartnerWorld Key Resources for On Demand Business



The Big Picture

ON DEMAND BUSINESS™

Business Partner Resources for On Demand Business

On Demand Section @ ibm.com/partnerworld

On Demand Business web pages include:

- One stop for On Demand Business enablement information for Business Partners
- Content organized by industry
- Presentations, references, white papers, and tools
- On Demand Business Usage Guidelines for Business Partners

The screenshot shows the IBM PartnerWorld website interface. At the top, there is a navigation bar with the IBM logo, a search bar, and links for 'Country/region [select]', 'Terms of use', and 'PartnerWorld'. Below this is a secondary navigation bar with links for 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'IBM PartnerWorld > IBM strategies > On Demand Business'. On the left, there is a sidebar menu with categories like 'IBM PartnerWorld', 'IBM strategies', 'Selling resources', 'Marketing resources', 'Products and technologies', 'Technical resources and support', 'Training and certification', 'Order and track products', 'Events', 'News', 'Forms and agreements', 'PartnerWorld membership', and 'Contact PartnerWorld'. The main content area features a large heading 'ON DEMAND BUSINESS' and a sub-heading 'Overview Markets Operating environment'. Below this, there are links for 'Introduction', 'Getting started', 'Sales tools', and 'Resources'. The main text describes On Demand Business as an enterprise whose business processes are integrated end-to-end across the company and with key partners, suppliers, and clients. It also mentions that helping clients become an On Demand Business brings together what IBM and Business Partners offer to innovate their business and capture new value. A 'What's New?' section highlights 'Become an IBM On Demand Business Accredited - Business Partner new!' and a 'What are the key things you should know about On Demand Business?' section lists 'Automation • Integration • Virtualization'. A numbered list follows, detailing the competitive challenges and the need for a client-focused agenda. At the bottom, there is a section titled 'On Demand Business has momentum in the marketplace. A convergence of forces has created simultaneously, both a "perfect storm" and "window of opportunity" for businesses to embrace On Demand Business. This is a client-focused agenda. It's about identifying the client's business need, first and foremost, and finding the right starting point to address that need.' On the right side of the page, there are several promotional banners, including one for 'Welcome' with a link to 'Update your profile', another for 'On demand automation' with a link to 'Three steps for Business Partner success', and a third for 'On Demand Business' with a link to 'Get on board'. There are also some small icons and a lightbulb graphic.

ibm.com/partnerworld → IBM Strategies → On Demand Business

1

3

BM Small and Medium Business Advantage

Incentives for Growth

- Help **Improve Business Partner margin** in SMB & **enable further investment**:
- IBM eServer & Total Storage
- IBM Software – TCI and VAP
- IBM Global Services – new contracts
- IBM PCD SMB-specific PCD incentives

Marketing & Demand Generation

■ **Campaign Designer**: "Marketing Made Easy" education tool, updated brand campaigns & SMB Toolkit

■ **COMP Market Intelligence**: New marketplace assessment data on SMB trends & directions for Business Partners

Sales Enablement

- Tools & education to enable Business Partners to **sell solutions in SMB**
- New **SMB Industry content**
- New & updated **PWU SMB college** modules including Executive Selling
- **On Demand and IBM Express Offerings**
- **Sales kits** on Wireless, Digital Media, Linux, Business Process Integration for SMB

Teaming for Opportunities

- Helping Business Partners to team, in order to sell solutions
- New **Fast Path Teaming Methodologies**
- **Business Partner Connections** to locate potential teaming firms
- Campaign Designer **co-marketing funds** to encourage joint marketing campaigns



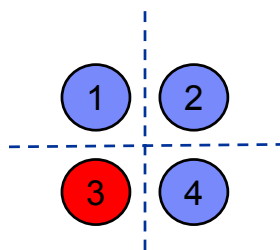
Industry Focus

- **Business Partners need industry resources:**
 - On Demand Business value propositions
 - Key IBM products & services
 - Information on trends, opportunities and competitive weaknesses
 - Increased marketing & advertising in industry-specific media
- **PartnerWorld Industry offerings:**
 - Industry business process maps
 - PartnerWorld Industry Networks for ISVs
 - On Demand sales kits for SMB
 - PartnerWorld University:
 - SMB and Healthcare and Life Sciences Colleges
 - Industry Overviews (SMB college)
 - Industry On Demand Points of View (SMB college)



IBM Systems and Technology Group University 2005

PartnerWorld Training and Certification



**Everything You Need to Build Sales Skills
for On Demand Business**

ON DEMAND BUSINESS™

PartnerWorld Training, Certification & Sales Enablement

“There is a 100% correlation between skilled partners and success of the channel.” *2001 ChannelCorp Study*

- **Deliver best-in-class skills offerings and tools.**
- **Build and maintain strategic skills in core competencies**
- **Deliver certification programs that:**
 - Demonstrate business value
 - Industry leadership to customers
 - Differentiation from competition
- **Deliver proven solution selling tools:**
 - Engage earlier in the sales cycle
 - Improve win ratio to drive On Demand Business



PartnerWorld Training and Certification Sites

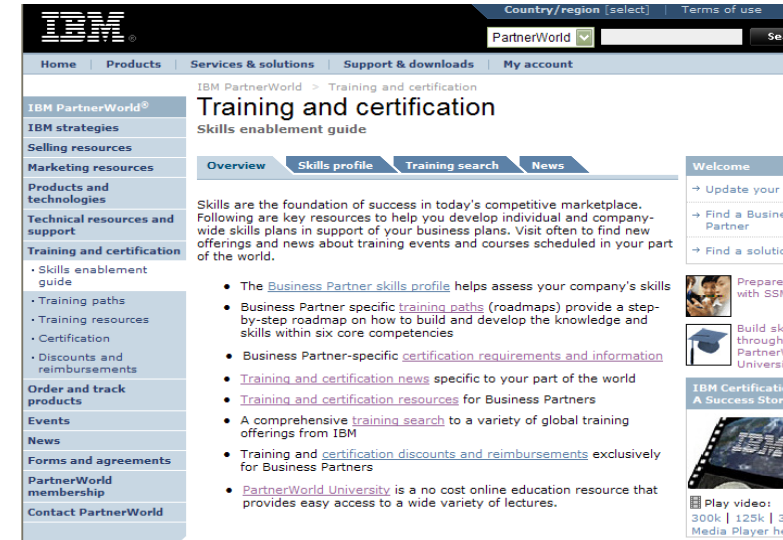
Single point of entry for training & certification offerings

Decision-based, step-by-step guided training paths

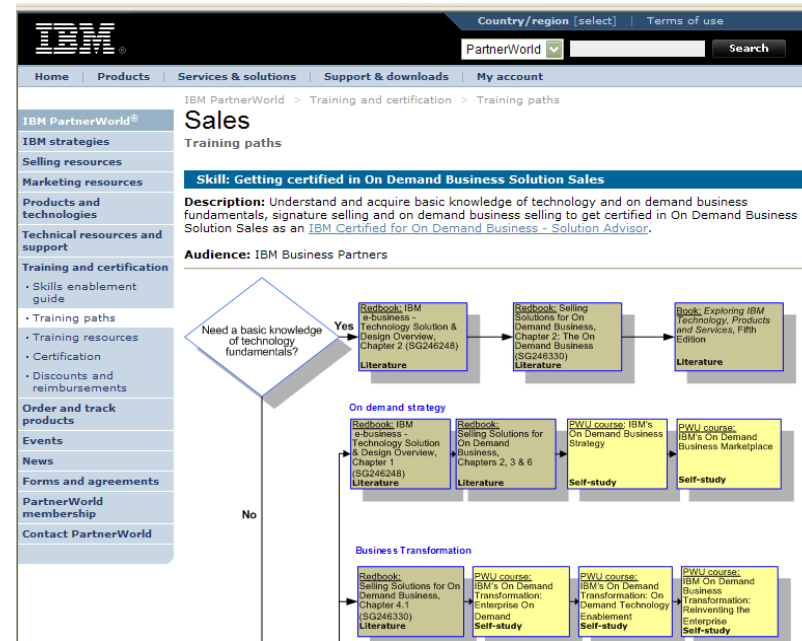
Skills Enablement Guide

Categorized list of training resources

Discounts & reimbursements for strategic education & certifications



The screenshot shows the IBM PartnerWorld website's 'Training and certification' section. The page features a navigation menu with options like 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'Training and certification' and 'Skills enablement guide'. It includes a sidebar with categories such as 'IBM strategies', 'Marketing resources', 'Products and technologies', 'Technical resources and support', and 'Training and certification'. The 'Training and certification' category is expanded, showing a list of resources including 'Skills enablement guide', 'Training paths', 'Certification', and 'Discounts and reimbursements'. The main content area contains a 'Welcome' message and a list of key resources, such as the 'Business Partner skills profile', 'Business Partner specific training paths', and 'Business Partner-specific certification requirements and information'. There are also links to 'Training and certification news', 'Training and certification resources', 'Training search', and 'PartnerWorld University'.

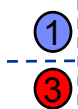


The screenshot shows the IBM PartnerWorld website's 'Sales' section, specifically 'Training paths'. The page is titled 'Sales' and 'Training paths'. It features a navigation menu with options like 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'Sales' and 'Training paths'. It includes a sidebar with categories such as 'IBM strategies', 'Marketing resources', 'Products and technologies', 'Technical resources and support', and 'Training and certification'. The 'Training and certification' category is expanded, showing a list of resources including 'Skills enablement guide', 'Training paths', 'Certification', and 'Discounts and reimbursements'. The main content area contains a 'Welcome' message and a list of key resources, such as the 'Business Partner skills profile', 'Business Partner specific training paths', and 'Business Partner-specific certification requirements and information'. There are also links to 'Training and certification news', 'Training and certification resources', 'Training search', and 'PartnerWorld University'.



The screenshot shows the IBM PartnerWorld website's 'Training resources' section. The page features a navigation menu with options like 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'Training resources' and includes a sidebar with categories such as 'IBM strategies', 'Marketing resources', 'Products and technologies', 'Technical resources and support', and 'Training and certification'. The 'Training and certification' category is expanded, showing a list of resources including 'Skills enablement guide', 'Training paths', 'Certification', and 'Discounts and reimbursements'. The main content area contains a 'Welcome' message and a list of key resources, such as the 'Business Partner Executive Institute (BPEI)', 'Digital Video Library', 'Education Centers for IBM Software', 'Education materials (catalog)', 'Education events information (US and Canada)', and 'IBM Global Financing University for Business Partners'.

www.ibm.com/partnerworld → Training and certification



Check out what's new in Training & Certification

- ***New* on demand education from PartnerWorld University**
- ***New* interactive on demand sales training**
- ***New* & updated training paths for on demand & SMB**
- ***New* Customer Business Value education for SMB**
- ***New* “Opportunity Accelerator” education for SSM**
- **Seller Action Play Books & Offerings Guide**
- **On Demand Business Modules in KYI**



Sales Training & Support for On Demand Business

- **Interactive Sales Training for On Demand Business**

- e-Learning Course

- Scenario-based learning experience
- Practice & apply knowledge in real life client settings
- Recognize On Demand Business Opportunities
- Select the right Solutions
- *Planned availability – 1Q 2005*

- **New and updated training paths**

- **Sales support offerings**

- Seller Action Play Books
- Offerings Guide



Know Your IBM (KYI)

For partner individuals Incentive Online education 3 On Demand Business modules

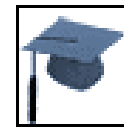
- Introduction to On Demand
- Uncovering new opportunities with On Demand Business
- Win with Financing & IBM On Demand

German, French, Italian,
English

Incentives: Earn points per successful finalized education module and exchange them for rewards from the catalogue

Know Your IBM portal

The screenshot displays the IBM Know Your IBM portal interface. At the top, there is a navigation bar with the IBM logo and the text 'Introduction to On Demand'. Below this, a large banner features the 'ON DEMAND BUSINESS' logo and a list of cities: AMSTERDAM, BERLIN-TE, and BRUSSELS. A sidebar on the left indicates 'Module 1: Introduction to On Demand' and 'Pg. 1 of 20'. The main content area is titled 'KYI eServer and TotalStorage - UK' and includes a promotional banner for South Africa with the text 'Know Your IBM and join us in South Africa'. Below the banner, there is a 'Welcome' section with the heading 'Fly High with KYI (Know Your IBM)' and a paragraph: 'Join us at the Zimballi Lodge in Durban - Africa's seaside playground with golden sands, lush tropical scenery and seawater warmed by warm Indian Ocean currents.' To the right, there is a 'News' section with a link: 'Click here to view the latest KYI success story with TCD SpA'. At the bottom right, there is a box for 'TotalStorage High Availability Solutions for Medium Enterprises'.



Builds sales, marketing, technical, business management, product & solutions knowledge
No charge, Web-based education

Here's what's new!

More SMB

More on demand business (30 new modules) & industry education

New Colleges:

- Professional Certification
- Accessibility

Increased functionality, user friendliness & easier access

- IBM Systems & Technology Group Colleges integrated for seamless access
- Integration of Life Sciences University

The screenshot shows the IBM On Demand Business College website. The main heading "On Demand Business College" is circled in red. Below the heading, there is a legend for presentation status: Accessible, Not Accessible, Not Available, Accessed, Completed, Failed. The legend is used to indicate the current status for each presentation. The page lists several folders and presentations, including "Fundamentals and Direction", "Industry Market Dynamics", "Industry On Demand Point of Views", "On Demand Assessment Tools", and "Operating Environment". Each folder and presentation has a status indicator (Start, Survey, Test) and a corresponding icon (Folder or Presentation).

← Folders include 30 courses / presentations!

IBM Top Gun Training for On Demand Business

Different classes for On Demand Business:

e-business Hosting Sales Mastery Top Gun

- IBM's mid-market e-business Hosting strategy & offerings

On demand Operating Environment Top gun

- Position your server, SW & services sales skills within the context of on demand to increase sales

The screenshot shows the IBM Field Education programs website. The header includes the IBM logo, a search bar, and navigation links for Home, Products, Services & solutions, Support & downloads, and My account. The main content area is titled "IBM Field Education programs for IBMers and IBM Business Partners" and features a photo of a group of people. Below the photo is a "What's new" section with a link to "NEW 2005 Top Gun classes scheduled!!!!" and a link to "View the Top Gun cancellation policy." A "Top Gun" section follows, describing the training program. A left navigation bar lists various program categories, and a right sidebar contains "Top Gun News" and "Document options" links.

Country/region [select] | Terms of

Search

Home | Products | Services & solutions | Support & downloads | My account

IBM Field Education programs for IBMers and Business Partners

Enrollment


Road maps

Top Gun

zNTP

/TALK audio sales education programs

IBM Field Education programs for IBMers and IBM Business Partners



Top Gun News

→ Subscribe

→ Unsubscribe

Document options

Print this page

Welcome to the IBM Field Education programs site. Here you will find information and schedules for the many 2005 Top Gun classes, zNTP classes, enrollment links, suggested Top Gun road maps, and information about eServer/TALK audio sales education programs.

Select an area of interest from the left navigation bar.

What's new

NEW [2005 Top Gun classes scheduled!!!!](#)

View the Top Gun [cancellation policy](#).

Top Gun

[IBM Top Gun training](#) is designed to increase sales, solutions, competitive and technical skills for I/T Industry professionals. The program uses a popular "Top Gun" format involving unique class themes, stimulating lectures, stand-up exercises, hands-on labs, quizzes, and product demonstrations.

Suite of Signature Selling Method offerings

- Find SSM under **Sales Skills**
- **3 levels of learning:**
 - SSM Base
 - Opportunity Acceleration
 - Mastery Exam
- **Course Descriptions**
- Opportunity to **provide Feedback** to IBM

The screenshot shows the IBM PartnerWorld website interface. The top navigation bar includes 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The breadcrumb trail reads 'IBM PartnerWorld > Selling resources > Sales skills'. The main heading is 'Signature Selling Method'. Below the heading are tabs for 'Overview', 'Courses', and 'Testimonials'. The 'Overview' tab is active, displaying a description of the SSM and a list of benefits. The left navigation menu is visible, with 'Sales skills' highlighted and circled in red. The right sidebar contains a 'Welcome' section with links to 'Update your profile' and 'Frequently asked questions', and a 'Work with Business Partners' section with links to 'Find an IBM Business Partner', 'Find a solution', and 'Team with other Business Partners'.

IBM PartnerWorld®

IBM strategies

Selling resources

- Sales enablement guide
- Identify opportunities
- Industries and solutions
- Configure, price and propose
- Financing
- Sales incentives and promotions
- Customer references and presentation
- Sales skills

Marketing resources

Products and technologies

Technical resources and support

Training and certification

Order and track products

Events

News

Forms and agreements

PartnerWorld membership

Contact PartnerWorld

PartnerWorld

Search

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld > Selling resources > Sales skills

Signature Selling Method

Overview | Courses | Testimonials

The IBM Signature Selling Method (SSM) is the way we sell as Team IBM: both IBM and Business Partner sales professionals. It's a core part of our business language that unifies and distinguishes Team IBM through a common approach to selling based on customer business needs. SSM defines the IBM sales experience for both IBM and Business Partner sales professionals, and aligns this experience to 7 selling stages and 7 customer buying stages.

SSM makes it easier to:

- Engage your customers' senior and line-of-business executives in business conversation
- Identify and deliver business value to your customers throughout the sale
- Develop larger portfolios of opportunities aligned with your customers' business initiatives
- Deliver greater customer satisfaction
- Improve business results and personal success
- Win more deals by helping customers plan before taking action
- Sell total solutions

→ [SSM sales aids](#)
These sales aids can help you elevate both the business level of your sales calls and your relationship with customer executives. They are part of the SSM e-learning course or can be downloaded separately.

Welcome

- [Update your profile](#)
- [Frequently asked questions](#)

Work with Business Partners

- [Find an IBM Business Partner](#)
- [Find a solution](#)
- [Team with other Business Partners](#)

And what do our Partner say? SSM Testimonials

- **SSM Works!**
- **Business Partners believe in it!**
- **Passing the Mastery Exam counts as 1 sales skill towards Advanced or Premier Partner status**

The screenshot shows the IBM PartnerWorld website interface. At the top, there is the IBM logo, a search bar with 'PartnerWorld' entered, and a 'Country/region' dropdown menu. Below the navigation bar, the main content area is titled 'Signature Selling Method' under the 'Sales skills' category. The page features a sidebar with a navigation menu including 'Selling resources', 'Marketing resources', 'Products and technologies', 'Technical resources and support', 'Training and certification', 'Order and track products', 'Events', and 'News'. The main content area has three tabs: 'Overview', 'Courses', and 'Testimonials', with the 'Testimonials' tab selected. Three testimonials are displayed, each with a quote and the name and title of the person providing it. On the right side, there are links for 'Work with Business Partners', 'Find an IBM Business Partner', 'Find a solution', and 'Team with other Business Partners'.

Country/region [select] | Terms of use

PartnerWorld [dropdown] Search

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld > Selling resources > Sales skills

Signature Selling Method

Overview | Courses | **Testimonials** | Work with Business Partners

→ Find an IBM Business Partner

→ Find a solution

→ Team with other Business Partners

IBM PartnerWorld®

IBM strategies

Selling resources

- Sales enablement guide
- Identify opportunities
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- Sales incentives and promotions
- Customer references and presentations
- Sales skills

Marketing resources

Products and technologies

Technical resources and support

Training and certification

Order and track products

Events

News

Overview | Courses | **Testimonials**

"I am a big fan of the Signature Selling Methodology. It's a valuable offering that's well worth the time you invest because it can make a meaningful difference in your success. What I like about the e-learning module is that the course can be taken at your own pace and in a venue of your own choosing. A lot of expense can go into education, but the SSM e-learning module makes it so that you don't have to spend time away from the office or budget for travel."
— **Cliff Heitz, President, The Forthright Group**

"The SSM e-learning module was very effective in preparing me for the certification I sought. The content is very clear and well-organized. Also, I could take the course at my own pace, which made it easier for me to carve out the time I needed to complete the module."
— **Dan Brown, senior account representative, Sky IT Group**

"I am relatively new to sales, so I wanted to strengthen my skills with this course. It has given me a real head start in sales, helping me qualify customers and leading me through the sales process. I would say that the course is helping me shorten the sales cycle, and do a better job of identifying and addressing customer requirements."
— **Stephanie Berardi, sales associate, ICP Corporation**

2,142 individuals registered for the SSM e-Learning module in 2004

Opportunity Accelerators e-Learning Course

Offers refresher of SSM
Explores why opportunities stall
Learn how to use the sales aids to get your opportunity “back on track”
Master the “Difference Makers”
Available on-line or as a download
English only - today

The screenshot shows the IBM PartnerWorld website interface. At the top, there is a navigation bar with the IBM logo, a search bar, and links for 'Country/region [select]', 'Terms of use', 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'Training and certification' and features a sidebar with various resource categories. The main text describes the 'Self study: Opportunity Accelerators for Business Partners e-Learning' course, including its audience, sponsor, media format, skill level, and objectives. A list of objectives is provided, and there is a link to view an introduction to the course. The footer contains a note about accessing the IBM Signature Selling Method (SSM) e-learning course - Mastery Exam M140 after completing this course.

Country/region [select] | Terms of use

PartnerWorld [dropdown] [input] [Search]

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld® > Training and certification > Training paths

Training and certification

Self study: Opportunity Accelerators for Business Partners e-Learning

Audience: All Business Partners
Sponsor: PartnerWorld
Media format: Computer Based Training (4 hours in length). Available online and as a download.
Skill level: 3

Description: The Opportunity Accelerators for Business Partners course reviews the IBM Signature Selling Method (SSM) and defines the SSM Difference Makers. Learn how to identify where opportunities tend to stall and how to determine which Difference Maker to use to accelerate stalled opportunities. This course uses interactive quiz questions, exercises, scenarios, and review games to help you understand and apply the Difference Makers.

Objectives: Upon completion of this course, Business Partners should be able to:

- List the Difference Makers and the selling stages in which they can be applied
- List the sales aids that support each Difference Maker
- Determine when opportunities are not moving forward and why
- Identify which Difference Maker to use when an opportunity is stalled
- Apply appropriate Difference Maker techniques to move stalled opportunities forward

View an introduction to the course:

[Opportunity Accelerators for Business Partners e-learning](#) (1.44MB)

Available in English only.

To access:

- [Opportunity Accelerators for Business Partners](#)

You may access the [IBM Signature Selling Method \(SSM\) e-learning course - Mastery Exam M140](#) completing this course.

IBM PartnerWorld®

- IBM strategies
- Selling resources
- Marketing resources
- Products and technologies
- Technical resources and support
- Training and certification
 - Skills enablement guide
 - Training paths
 - Training resources
 - Certification
 - Discounts and reimbursements
- Order and track products
- Events
- News
- Forms and agreements
- PartnerWorld membership
- Contact PartnerWorld

PartnerWorld Selling Resources

- Single point of access for sales information & tools
- Positions sales resources within context of selling
- Features **Assessment Tools** for On Demand Business
- Enables access to **SMB-specific sales tools**
- Quick Link to sales training offerings

The screenshot displays the IBM PartnerWorld website interface. At the top, there is a navigation bar with the IBM logo, a 'Country/region [select]' dropdown, and a 'Terms of use' link. Below this is a secondary navigation bar with links for 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'Selling resources' and features a left-hand sidebar with a table of contents including: IBM PartnerWorld®, IBM strategies, Selling resources (with sub-items like Sales enablement guide, Identify opportunities, etc.), Marketing resources, Products and technologies, Technical resources and support, Training and certification, Order and track products, Events, News, Forms and agreements, PartnerWorld membership, and Contact PartnerWorld. The main content area lists several key resources with circular icons: 'Sales enablement guide', 'Identify opportunities', 'Industries and solutions', 'Configure, price and propose', and 'Financing'. Each resource includes a brief description of its purpose. On the right side, there is a 'Welcome' section with links to 'Update your profile', 'Find a Business Partner', and 'Find a solution', along with several small promotional images and text snippets.

Selling Resources - Sales Enablement Guide

- Aligns sales tools & offerings to SSM steps
- Description of activities by SSM stage
 - From a customer's perspective
 - From a seller's perspective
- Serves as roadmap to guide you through the sales cycle

IBM PartnerWorld®

IBM strategies

Selling resources

- Sales enablement guide
- Identify opportunities
- Industries and solutions
- Configure, price and propose
- Financing
- Sales incentives and promotions
- Customer references and presentations
- Sales skills

Marketing resources

Products and technologies

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PartnerWorld membership

Contact PartnerWorld

Sales enablement guide

Overview | Creating opportunities | Winning opportunities

SSM Stage #1 | SSM Stage #2 | SSM Stage #3

Build the relationship | Explore the opportunity | Describe capabilities

Stage 1: In this stage of the buying/selling cycle, the buyer evaluates their business environment and the factors that affect the company's competitive position.

Your focus in this stage to:

- learn more about the buyer's business environment, processes and issues by researching the customer's industry, competitors, and business direction
- understand the customer's technology and financing preferences
- create relationship and coverage strategies
- develop thought-leadership strategies for your company's IBM solutions.

The following selling resources will help you:

Understand the customer's industry

- [Industry business process maps](#) | [description](#)
- [Industry overview education modules](#) on PartnerWorld University in SMB College > Industry Solutions Overviews

Find and create opportunities with your customer

- [Opportunity Mining for e-business](#) | [description](#)
- [IBM profiler for e-business](#) | [description](#)
- [Competitive Advisor](#) | [description](#)

Welcome

- Update your profile
- Frequently asked questions

Build skills through PartnerWorld University

Prepare to win with SSM

Low Rate Financing

Register for PartnerWorld 2005!

Assessment Tools for On Demand Business

Suite of on-line sales tools:

- Identify & increase opportunities
- Assist customers to be successful in their industry

Benefits:

- Accelerate sales cycle
- Engage clients earlier
- Improve win ratio

Assessment Tools education available in PartnerWorld University “Tools College”

The screenshot displays the IBM PartnerWorld website interface. At the top, there is a navigation bar with the IBM logo, a search bar containing 'PartnerWorld', and links for 'Country/region [select]' and 'Terms of use'. Below the navigation bar, a secondary menu includes 'Home', 'Products', 'Services & solutions', 'Support & downloads', and 'My account'. The main content area is titled 'Identify opportunities' and 'On Demand Business assessment tools'. It features a welcome message, a description of the on-demand era, and a list of tools with 'new!' badges. A sidebar on the left contains a navigation menu with categories like 'IBM PartnerWorld', 'IBM strategies', 'Selling resources', 'Marketing resources', and 'Products and technologies'. A right sidebar includes sections for 'Welcome', 'Work with Business Partners', and 'ON DEMAND BUSINESS'.

Country/region [select] | Terms of use

PartnerWorld [dropdown] [search]

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld > Selling resources > Identify opportunities

Identify opportunities

On Demand Business assessment tools

Welcome to the on demand era, the next phase of e-business, in which companies move beyond simply integrating their processes to actually being able to sense and respond to fluctuating market conditions and provide products and services to customers on demand.

To help you with this new on demand era, IBM offers a suite of sales tools designed to help you assess how **on demand** your customers are today, and identify what you can do to help them achieve success in an on demand world.

The On Demand assessment tools enable you to engage earlier in the sales cycle when needs are being identified, increase opportunities in the pipeline, shorten the sales cycle and improve win ratio to drive e-business revenue.

- [Sales teams workshops](#) **new!**
- [On Demand Assessment Tools overview](#) **new!**
a roadmap to guide you through learning how to use each tool.
- [On Demand Assessment Tools overview](#) (.ppt 2.68MB)
- [PartnerWorld University](#) offers an in-depth overview of the on demand sales tools. Select the e-business and On Demand College.

On Demand assessment tools

- [Profiler for On Demand business](#) | [description](#)
- [e-business collaboration](#) | [description](#)
- [Competitive Advisor](#) | [description](#)
- [Opportunity Mining for e-business](#) | [description](#)
- [Automation assessment tool](#) | [description](#)

News and announcements

IBM PartnerWorld®

IBM strategies

Selling resources

- Sales enablement guide
- Identify opportunities
- Industries and solutions
- Configure, price and propose
- Financing
- Sales incentives and promotions
- Customer references and presentations
- Sales skills

Marketing resources

Products and technologies

Technical resources and support

Training and certification

Order and track products

Events

News

Forms and agreements

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Work with Business Partners

- Find an IBM Business Partner
- Find a solution
- Team with other Business Partners

ON DEMAND BUSINESS

Assessment Tools for On Demand Business

Opportunity Identification & Growth

- Create a **plan to increase opportunity pipeline** by an average of 30%
- Use **client financial data to map to key business initiatives** & industry business drivers, uncover new opportunities
- **SSM steps 1- 4**; align opportunity plans with customer business initiatives
- Advanced & Premier IBM Business Partners

IBM Profiler for On Demand Business

- **Assesses states of e-business adoption**
- Use with line of business & **C-level executives**
- **SSM step 1-3**; identify current stage of e-business adoption & benefits of moving to advanced stages
- All IBM Business Partners

Competitive Advisor

- **Assesses business competitiveness based on financial benchmarks**
- Use with line of business and **C-level executives**
- **SSM step 1; build relationship & identify pains and areas for solution opportunities**
- Advanced & Premier IBM Business Partners

e-business Collaboration

- Assesses **state of business practices & supporting applications**
- With line of business and **C-level executives**
- **SSM steps 2-4**; for established relationships or to extend the engagement adding additional or new functionality
- Using current Business Process functionality to drive End-to-End Solutions
- All IBM Business Partners

Automation Assessment Tool

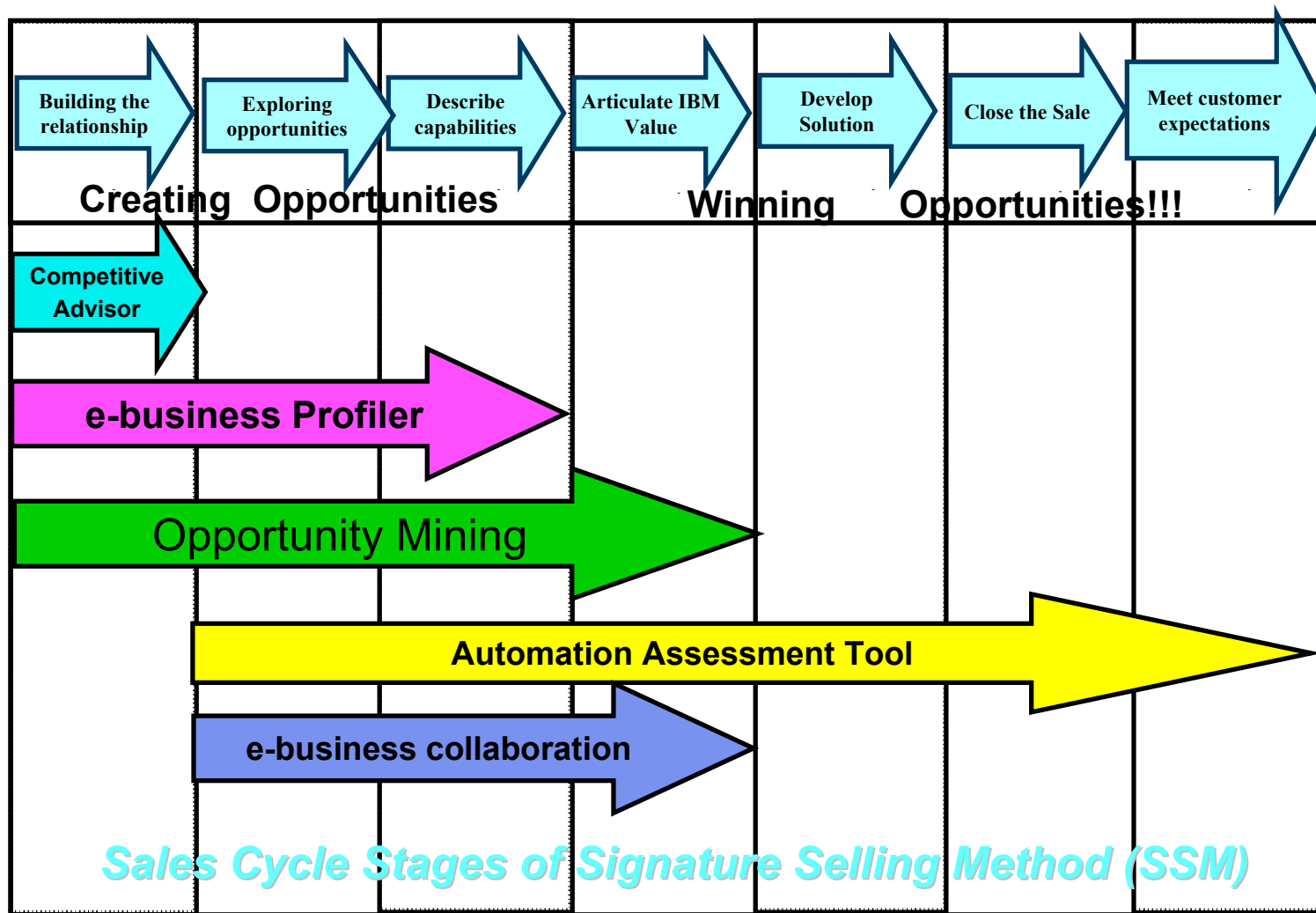
- **Assesses autonomic computing capabilities** & business value of an autonomic computing strategy for the customer
- With customer **C level executives**
- **SSM steps 2-7**; to **influence technology decisions** that save on operational costs and establish a foundation for on demand computing
- All IBM Business Partners

Integration Assessment Tool *(coming in 2005!)*

- **Integration of business processes, people & information**
- **Defines the business value of an integration strategy** & helps to establish an integration roadmap
- Assess current level of integration
- With customer **C-level Executive, SSM 2-7**
- All IBM Business Partners

BM's On Demand Business Assessment Tools.

... help accelerate sales !



On Demand Business Workshops for Sales Team

- **Deep-dive sales tools webinar**
 - Understand the positioning and functionality of each of the tools
- **Automation Assessment Tool workshop**
 - understand how to use “AAT” to drive revenue with your clients
- **Opportunity Identification and Growth Workshop**
 - uncover and build opportunity plans for key clients or territories

Country/region [select] | Terms of use

PartnerWorld [dropdown] [input] [Search]

Home | Products | Services & solutions | Support & downloads | My account

IBM PartnerWorld > Selling resources > Identify opportunities

Identify opportunities

On Demand Business workshops for Business Partner sales teams

On Demand Assessment Tools are a suite of tools designed to help sales teams engage earlier in the sales cycle, increase opportunities, shorten the sales cycle, and improve their win ratio. Find out how you can register for any of these personalized workshops:

Deep-dive Webinar - Take a deep dive into the On Demand assessment tools to understand the functionality of each of the tools, how they work and provide value to you towards helping you drive revenue.

Contact Robin Walters at rwalters@us.ibm.com

One-day Opportunity Identification and Growth workshop - Uncover opportunities and build an opportunity plan with your top clients. An IBM specialist will work with you to uncover and build an opportunity plan with a Business Partner's sales team and their clients. The IBM specialist will help you identify the opportunities, determine the calls, actions, activities and general next steps to drive those opportunities to closure.

Contact Wayne Johnson at wayneai@us.ibm.com

One-day Automation Assessment tool workshop - An IBM specialist will work with you to help you understand how to drive revenue with your clients. With the use of the **Automation Assessment tool**, we will explore various areas of your client's IT infrastructure and provide recommendations on the hardware, software, and services that can be sold to help transform the IT infrastructure into being more autonomic — self-predicting, self-configuring, and self-healing. This workshop also provides recommendations and guidance on the value of autonomic computing to your client.

Contact Ylonne Swails at ylonne@us.ibm.com

IBM PartnerWorld®

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1

3

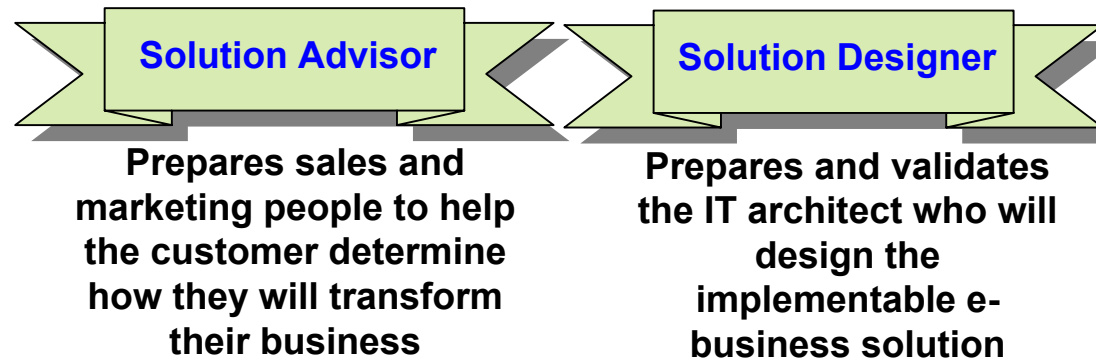
On Demand Business Executive Workshops

- **1 day workshops, BP C-level executives & their IBM Relationship Manager**
- **1:many format (up to 10 Business Partners) or 1:1**
- **No-cost for BPs**
- **Agenda includes:**
 - Understand the On Demand strategy & it's benefits for partners & clients
 - Tools & materials to be used to make On Demand real for clients.
 - Enable you to build an action plan for you to get started with ODB opportunities
- **On invitation only**

Check with your local Relationship Manager for workshops in your Country & the possibility to attend



IBM Certified for On Demand Business Professional Certification



Solution Advisor Certification

- Announced September 2004
- Sales Study Guide -SG246330
- Training Roadmap
- Learn more –

www.ibm.com/certify

Solution Designer Certification

– Update 1Q'05

Audience:

IBM PW Business Partners

- Resellers / Solution Providers
- Consultant & Integrators
- ISV's

IT Professionals



- Customers, Consultants, IBMer
- Educators (Scholars program, Schools of Business)
- Anyone who wants added credibility in the workplace!

IBM On Demand Business Accredited Business Partner

Benefits

Qualification Criteria

- Advanced or Premier IBM Business Partner
- Must have **certified individuals** OR a **verified customer solution** on IBM technology
- Two customer references** for internal or external promotion
- Agree to be **publicized**
- Documented On Demand **marketing plan** in PartnerPlan

Marketing Communication	Included in promotional communications to IBM teams.
	Use of the On Demand Business logo.
Sales Enablement	On Demand Business sales enablement resources
	Campaign Designer incentive and Constant Contact email service
Membership in online community	On Demand Accredited Business Partner community: <ul style="list-style-type: none"> Entitled information Collaboration opportunities Sales and marketing guidance

Some Business Partners already made it with On Demand Business...

Beacon Awards

EMEA Finalists

On Demand Business Category

On Demand Business Innovative solution: **Digital Union** (UK)

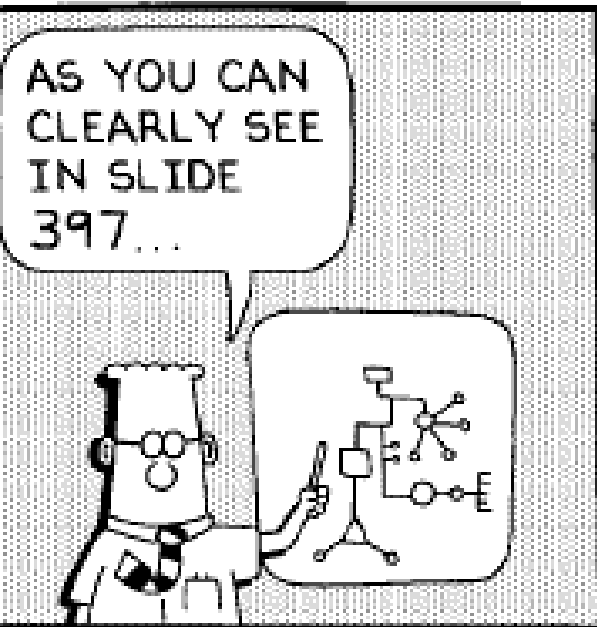
Best pSeries On demand Solution : **Faritec** (South Africa)

Best IBM Totalstorage On Demand solution : **Overlap** (France)

Best IBM xSeries On Demand solution : **Qurius** (France)

Best IBM zSeries On Demand solution : **Overlap** (France)

PowerPoint Poisoned ?



www.dilbert.com scottadams@aol.com

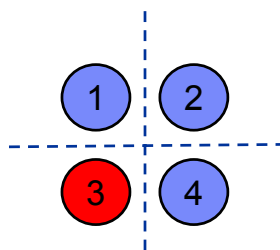


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Create Your Plan to Accelerate Your Sales Skills



Putting It All Together

ON DEMAND BUSINESS™

Steps to Accelerate Your Sales Skills for On Demand Business

Familiarize yourself with IBM's On Demand Business Strategy; understand your company's strategy & key partnerships

www.ibm.com/partnerworld → IBM Strategies → On Demand Business

Explore Training & Certification section of the PartnerWorld Web site; follow training paths & leverage sales education, training & tools

www.ibm.com/partnerworld → Training & Certification

Explore Selling Resources & the Sales Enablement Guide; watch flash overviews & learn which sales tool for on demand business suits your needs

www.ibm.com/partnerworld → Selling Resources

Discover the wealth of On Demand Business education modules in **PartnerWorld University**

www.ibmweblectureservices.ihost.com/pwu → Sign in → On Demand Business College

Create your personal skill development plan

Validate your skills: Achieve SSM Mastery level, become a Certified for On Demand Business-Solution Advisor

www.ibm.com/certify

You can start immediately !

- Visit the **PartnerWorld Pedestal** in the Solution Center
- Consider how you will take advantage of **IBM's suite of SSM Offerings**
- Follow the **recommended steps to accelerating sales skills**



Other STGU Business Partner Sessions

Session Title	Session	Day	Time	Room
Technical Support & Enablement	CB 94	Tuesday, January 25	12:00-13:15	CCIB 112
EMEA BP Programs, Tools & Directions	CB 90	Tuesday, January 25	14:30 to 15:45	Sagrada Familia
Mastering BP Relationships (IBMers)	CB 93	Tuesday, January 25	16:00 – 17:15	CCIB 114
Small & Medium Business Marketing	CB 95	Tuesday, January 25	16:00 – 17:15	Princess 1 & 2
Professional Certifications	CB 92	Wednesday, January 26	09:00 -10:15	Sagrada Familia
PartnerWorld Program	CB 91	Wednesday, January 26	17:45 – 19:00	Princess Forum

Unable to attend all?

Be sure to visit “Systems Sales” via the PW Web site to download!



Thank you !



pat.scherzer@fr.ibm.com

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③

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