

# Delivering Value Driven System z Software Proposals

**January 15, 2013**

Dawn Cross, Enterprise Enablement Manger, Proposal

Sales Transaction Support (formally Sales Transaction Hub)

## Why a focus on creating winning proposals?

- Your proposal doesn't get a second chance to make a good first impression
- A great proposal will clinch the deal
- A poor one will kill it
- Which would you rather write?



**Our Customers  
tell us:**

**Customer Goals  
& Pain Points**

**Misaligned**



**IBM Value  
Proposition**

**Our Sellers  
tell us:**

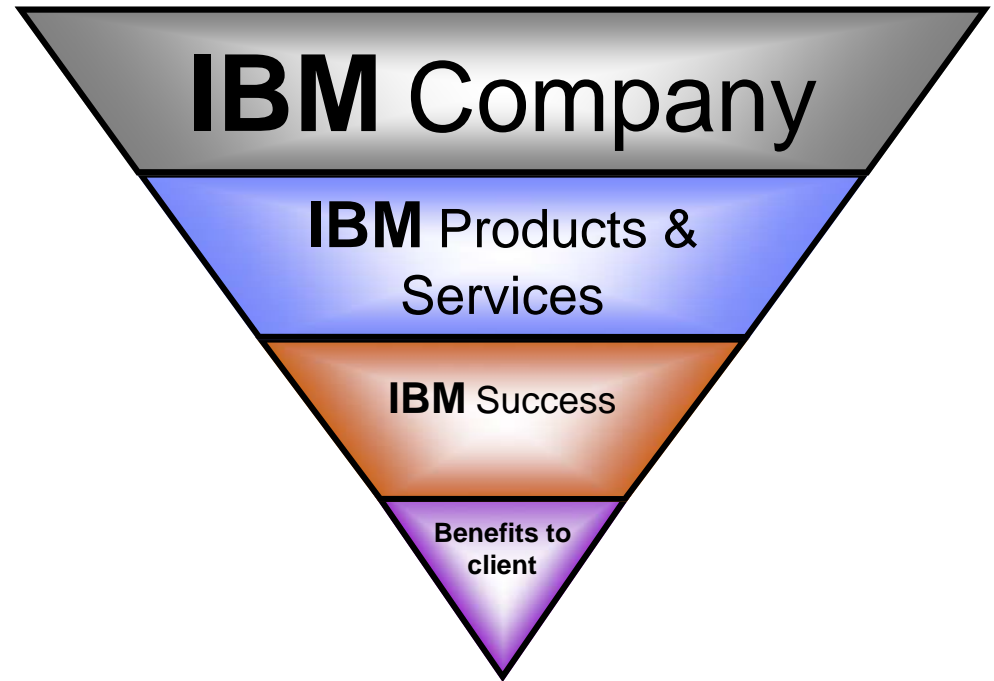
**Where does it hurt?**



- **Symptoms:**
- Slipped deals
- Missed plan
- Drop in Pipeline Yield
- Revenue decline
- Long sales cycle

- **Failure to focus on the client's business problems**
- **No compelling value proposition**
- **Cloning too much**
- **Clichéd bragging**
- **Too long, difficult to read**
- **Technology not business focused**
- **Sweeping claims, credibility killers, marketing hype...**

## Typical IBM Proposal Flow:



# Our Typical Response: A Passport Advantage Quote Letter...

Is this a client value driven approach? How can you drive the client to choose IBM?



IBM Passport Advantage Quotation

Attn: \*Contact name\* \*Date, Month, Year\*

TO CUSTOMER

\*Customer Address\*

Passport Advantage Agreement Number: XXXX      Passport Advantage Site Number: XXXX

IBM Customer Number: XXXX      Anniversary: \*Date, Month\*

Relationship: SVP Level: X      Quotation SVP Level: X

Dear Mr./Ms./Xxx Client Contact,

Thank you for your inquiry regarding IBM Software.

Any and all prices in this quotation are suggested prices only and are subject to change at IBM's sole discretion. Products listed in this quotation are subject to withdrawal or modification by IBM at any time at IBM's sole discretion. Final coverage dates for new licenses, Software Subscription and Support reinstatement, and Software Subscription and Support Renewal, as applicable, for IBM Software as a Service associated part numbers will be based upon IBM's acceptance of the order, and as specified in the applicable agreements, irrespective of the dates which may appear in this guide.

This quotation is valid from \*DD-MM-YYYY\* and will expire on \*DD-MM-YYYY\*.

Your order will be governed by and is subject to the terms of your Passport Advantage Agreement or the Passport Advantage Express Agreement, as applicable, against which this transaction will be placed.

If you need assistance with placing your order or wish to discuss your quotation, please contact the IBM Representative noted below.

Sincerely,

INTERNAL SIGNATURE

Xxx Name

Title

Email

Telephone

Quotation Number: XXXX

IBM Contact: \*Contact name\*

Phone Number: XXXX

Quote Effective Date: DD-MM-YYYY

Quote Expiration Date: DD-MM-YYYY

Passport Advantage Agreement Number: XXXX

Passport Advantage Site Number: XXXX

IBM Customer Number: XXXX

Anniversary: Date, Month

Relationship: SVP Level: X

Quotation SVP Level: X

Customer:

Attn: \*Contact name\*

TO CUSTOMER

\*Customer Address\*

Your order will be governed by the terms of your Passport Advantage Agreement or the Passport Advantage Express Agreement, as applicable, and may also include any associated Attachment, Transaction Document or the IBM Terms of Use for IBM Software as a Service products.

\*Note: Please update below table template content as per project scenario\*

Item	Part Number	Quantity	Points	Rate	Extended Amount
IBM WebSphere Portal Enable for Linux on System z Processor Value Unit (PVU) License + SW Subscription & Support 12 Months				XXXX	XXXX
001	000000L	1	0.00		
17-Aug-2012 - 31-Aug-2012					
IBM Connections Authorized User for Linux on System z Annual SW Subscription & Support Renewal				XXXX	XXXX
002	000000L	1	.11		
01-Sep-2012 - 31-Sep-2012					
Subtotal in USD:					XX
Estimated Tax in USD:					XX
Total in USD:					XX

Applicable tax will be recalculated at the time of order processing.

Upon placing your order, please supply a Purchase Order or if not it must cover the applicable charges for a minimum of one year.

Useful/Important Web resources:

Passport Advantage Information, customer secure site access, training, etc.: [www.ibm.com/ibm/psa/psa/psa/psa/psa/psa/](http://www.ibm.com/ibm/psa/psa/psa/psa/psa/psa/)

IBM's International Program License Agreement and product License Information documents: [www.ibm.com/ibm/psa/psa/](http://www.ibm.com/ibm/psa/psa/)

IBM Software Support Website: [www.ibm.com/ibm/psa/psa/psa/psa/psa/](http://www.ibm.com/ibm/psa/psa/psa/psa/psa/)

Your order is governed by software as a service terms of use: [www.ibm.com/ibm/psa/psa/psa/psa/psa/](http://www.ibm.com/ibm/psa/psa/psa/psa/psa/)

\*Note: Valid until update the links before reuse\*

*Did we identify client needs and a value proposition aligned to these needs?*

- **Tell a story – text is short and to the point**
- **Define how our offering meets this client's needs**
- **Provide proof points that IBM is the right choice**

**CIO feedback on an IBM proposal:  
What makes a proposal 'good'?**

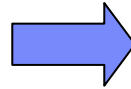
- Simple; short and sweet. Not long winded. (This is "biggest frustration"). "What are you hiding in long documents?"
- "Must get executive summary down to key 2/3 pages".
- "I don't want to hear about the capabilities, e.g. so many thousand staff", "I want to hear what they have actually done and will do for me"
- Boilerplate = fail

The Executive Summary is your most valuable selling tool...

## We Lose

**Write executive summary last**

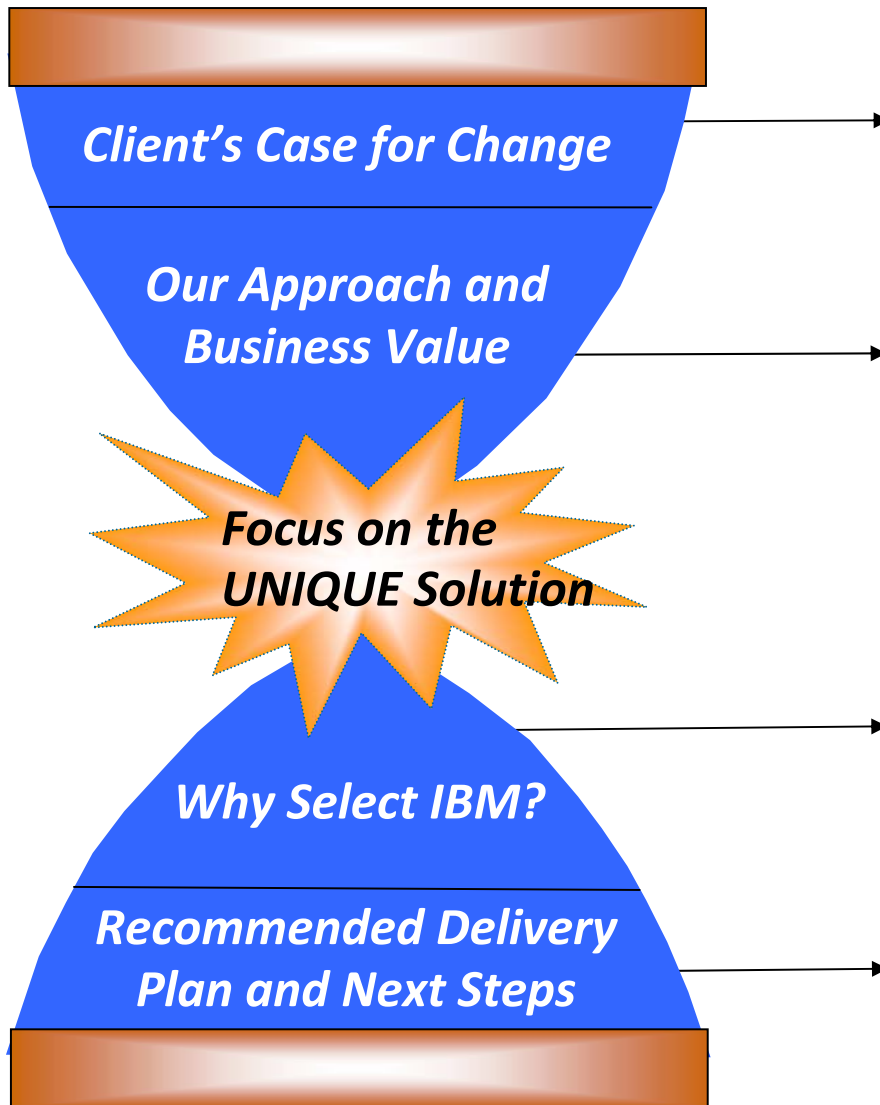
- Write body of proposal
- Use executive summary as summary of all sections of proposal



## We Win

**Start with the Executive Summary**

- Write Executive Summary first
- Start early in sales cycle, before RFP or proposal stage **and use as Trial Close**
- Builds the team's Win Theme NOW



## Our Understanding of Your Goals

- Identify this client's key issues and goals
- Describe the client's situation and compelling reason to act or risks of a postponed decision
- Define IBM's interest and our shared agenda

## The IBM Solution

- Describe how IBM will address their issues
- Describe the tangible benefits/outcomes of the solution for the client
- Define the added immediate benefits by making this investment now

## Why IBM?

- Make a strong case for why IBM is the best choice to enable a positive business outcome for this client
- Define key differentiators that sets IBM apart from our competitors
- Leave them with an understanding of the value of selecting IBM

## How to Move Forward

- Provide our approach to move forward aligned to their needs
- Include proof points on why this is the right approach and provide next steps



Provide a short statement defining this client's situation/case for change and/or the business shift that leads to the need for an investment today.

- Argument/discussion point 1
- Argument 2 [only if needed]
- Argument 3 [only if needed]

**TIP:** This section identifies their value drivers (reason for investment). It prepares for us to position the levers (solution, approach, etc.) that we will use to address those drivers. What is their compelling reason to act – or their business urgency?

# The IBM Solution (this is your approach and value proposition)

Provide a short overview of our recommended approach to address this client's key needs and challenges

- Define the business outcome this approach will enable
- Define the benefits this solution will enable for this client
- Tie this approach to the case for change defined in the “your situation” section.

**TIP:** This solution description should be understandable to anyone reading the proposal (from procurement to LOB and IT). A high-level graphic showing our approach can be useful here.

Consider:

- What does this solution do? What value is created/enabled?
- How can we differentiate our proposition by positioning IBM assets?
- What's the go-forward plan (our approach)? At what stages will the client be able to see value?
- Does our approach help to enhance their Return on Investment (ROI) through better integration, non-proprietary technology, openness/flexibility, interoperability, etc.?

# Real Life Examples:

## Does this provide a client value driven approach?



### Our Understanding of Your Goals

Worldwide, companies like ABC Corporation are increasingly demanding more from their information technology infrastructure – increased flexibility, increased scalability, and increased agility to meet changing business needs. At the same time, they want less – reduced cost, reduced energy utilization, and reduced time to deploy and recover their investment.

### The IBM Solution

IBM has been your partner for over a decade supplying solutions and products that support your information technology environment. Working with you, we have delivered significant performance, productivity, and cost-reduction benefits for your business.

Over the years, our solution capabilities have given ABC Corporation the reliability, availability, security, and manageability to substantially improve your operations and achieve efficiency while accommodating growth at reduced costs. These characteristics have been and will remain fundamental to the IBM portfolio. We believe our new offerings present you with an opportunity to reduce the costs and increase the availability of your information technology infrastructure

**To General** – we have not provided enough information to prepare the reader for our approach / value.

**Does not tie to client** – is this just a list of IBM project driven benefits? What tangible benefits will we enable?

**Better Example** →

# Real Life Examples:

## Does this provide a client value driven approach?



### Our Understanding of Your Goals

The objective of ABC Corporation is to enhance its current IT infrastructure by initiating Enterprise System Monitoring and Management (“ESM”), which will help in providing centralized, integrated, intelligent and proactive solution for wide monitoring availability, performance and reporting activities of ABC Corporation’s IT infrastructure.

IBM believes the following are the key factors of a successful partnership with you for this project:

- IBM's strategic working relationship with ABC Corporation is a mutually beneficial long-term relationship. As market and technology leaders in each of our respective industries, there is much synergy to be gained in our corporate and business cooperation, from common objectives, sharing of experiences and learning, as well as innovation and creativity.
- With IBM's understanding of your IT direction and business requirements which allows us to align our solutions and resources very quickly and effectively to meet ABC Corporation’s needs.
- IBM, the world's largest service organization with over 150,000 services staff, can help design, build and install business solutions you need. ABC Corporation will also benefit from our key services capabilities from site preparation, business recovery, consulting, project management, systems integration, around-the-clock technical support.

### The IBM Solution

Key to successful realization of ABC Corporation’s stated goals is the implementation and integration of people, processes and technology or tooling to support IT operations and planning. The IBM ESM solution will help monitor, manage, assess, plan and design the appropriate process and response the events occur in the entire system infrastructure, which reduce the complexity of managing its IT services. Our solution recommendation takes into consideration the IT tools currently in place and is designed to fully leverage your existing investments.

Together, with Tivoli and IBM solutions, we are ready to help you minimize your risk and maximize your capabilities today. We look forward to the opportunity to work with ABC Corporation and demonstrate these benefits.

•....(continued)...

**Client focused** – shows their needs, intent AND a solid IBM relationship driving trust / credibility.

**Builds trust** – addresses their timeline and needs on the front end and uses current experiences as a lever to select IBM for success!

## Proposal Central

Value Driven Proposals Method – IBM's Value Selling Enablement Approach for winning proposals

Templates	Content	Inserts	Proposal Writing	Orals	Education	Help & Resources	Packaging
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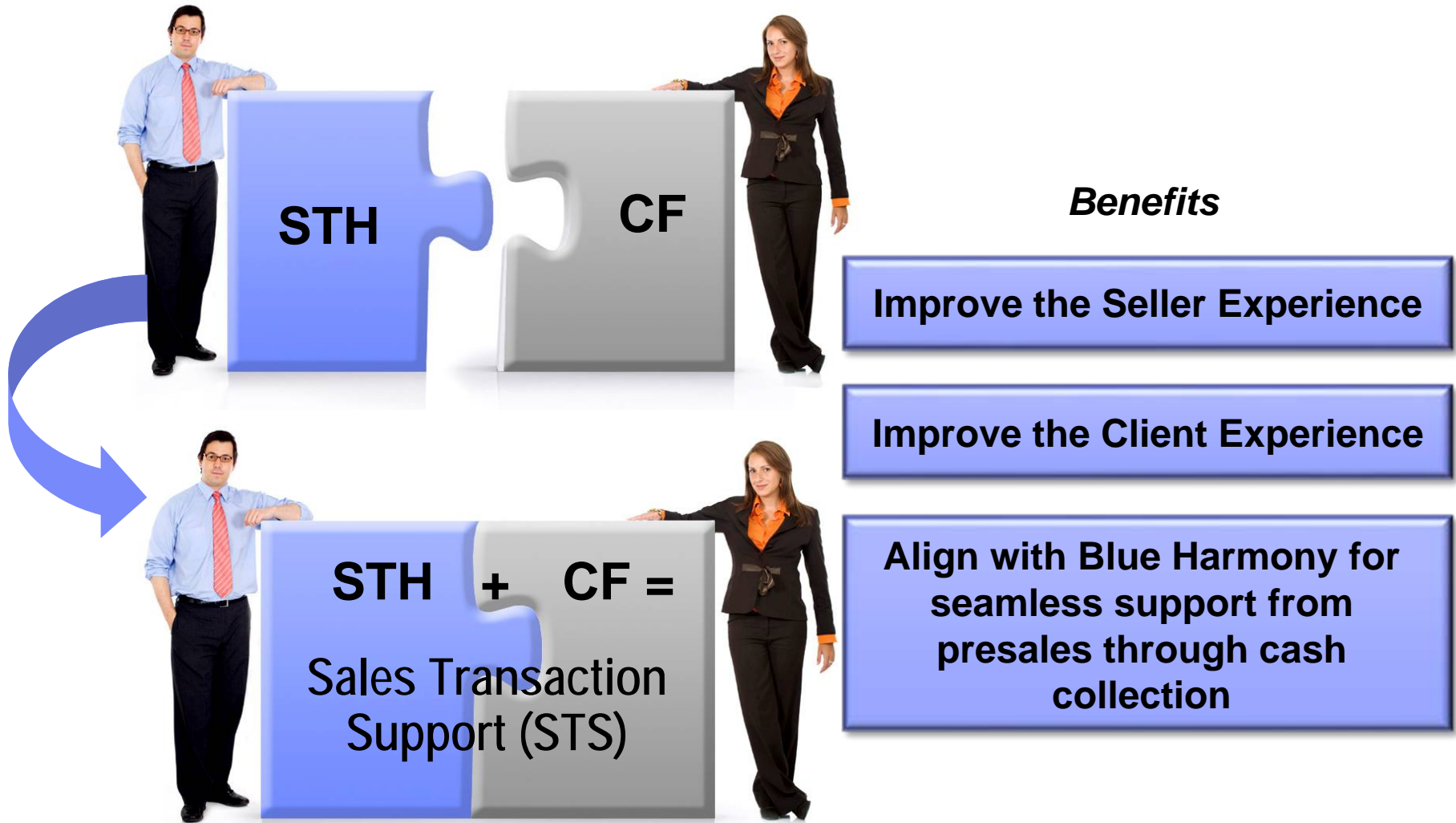
**New!** Use [Proposal and Presentation Accelerator \(PPX\)](#) to locate dynamic, top quality, client-ready proposal content from trusted sources. (formerly Find a Proposal and SAM)

<h3>Templates</h3> <p>for Value Driven Proposals</p> <p><a href="#">Value Selling Framework Input Template</a> (PowerPoint) helps you define your customer's needs and create a winning value proposition tuned to those needs.</p> <p><b>Demand System VDP templates</b> have updated design elements, prompts for tangible benefits, Smarter Planet initiative, and a one-page "top sheet" for the <a href="#">Executive Summary</a> (PowerPoint or play the "flip" presentation*. .exe).</p> <p><b>VDP template languages:</b></p> <p><b>English:</b> Microsoft Word™: Not numbered: <a href="#">Letter</a>   <a href="#">A4</a> Numbered: <a href="#">Letter</a>   <a href="#">A4</a> PowerPoint™: <a href="#">Presentation</a> <a href="#">Blank template (.ppt)</a>   <a href="#">Instructions</a> ANZ: <a href="#">Word (A4)</a></p> <p><b>Arabic:</b> <a href="#">Word (A4)</a></p> <p><b>Chinese:</b> Simplified: <a href="#">Word (A4)</a> Traditional: <a href="#">Word (A4)</a></p> <p><b>Croatian:</b> <a href="#">Word (A4)</a></p> <p><b>Czech:</b> <a href="#">Word (A4)</a></p> <p><b>Danish:</b> <a href="#">Word (A4)</a></p> <p><b>Dutch:</b> <a href="#">Word (A4)</a></p> <p><a href="#">French</a> <a href="#">Word (A4)</a></p>	<h3>How to use templates</h3> <p>for Value Driven Proposals</p> <p>For best results . . . Save templates to your hard drive and use them from there. For details see: <a href="#">How to use templates</a> <a href="#">Special notes about templates</a> <a href="#">Best practices guides</a> <a href="#">What is a "green" template?</a></p> <p><b>Ready?</b> If you can answer the questions in this checklist, you are ready! <a href="#">Preparation Checklist</a></p> <p><b>Things you must know!</b> Ask the Sales Transaction Team the same questions that Sales Transaction Hub Proposal professionals ask the Seller/OO, and then use that information to write a great VDP! <a href="#">Questions you MUST ask your deal team</a></p> <h3>How to use templates</h3> <ol style="list-style-type: none"> <li>1. Save the desired template to your hard drive.</li> <li>2. Open the saved template and save it with a new name.</li> <li>3. Follow the instructions provided in red text within the template.</li> <li>4. Use the <a href="#">Preparing Value Driven Proposals</a> guide to help you create and package proposal content.</li> <li>5. When you have completed the instructions, save the file, and then delete the instructions, tips, and examples from the proposal. No red text should remain in your proposal.</li> <li>6. Save your final proposal.</li> </ol> <h3>Best practices guides</h3> <p><a href="#">Proposal Development Guidance</a> (PowerPoint) Get the basics and brand resources to help you use IBM's Value Selling Framework to build a proposal that is tuned to the needs of your client.</p>	<h3>News</h3> <p>about Value Driven Proposals</p> <p><b>New!</b> <a href="#">Winning Client Proposals and Contracts</a> is a <b>Proposal Widget</b>, coupled with the comprehensive resources of IBM's Sales Transaction Hub (STH) and the Services Integration Hub (SIH), to help advance and close client deals. <a href="#">Install the Proposal Widget</a> (v13 News)</p> <p><a href="#">Gain the edge - winning proposals</a> A simple recipe for success: define their needs, instill a trust that our approach will meet their needs, and define the tangible benefits they will gain working with IBM. (v13 News)</p> <p>Executive Summary information for Marketing users: <a href="#">Writing a VDP Executive Summary Proposal Insert</a> (replay of 25 Oct '11 webinar session) <a href="#">PowerPoint version</a></p> <p><a href="#">IBM Storwize V7000 and other Storage proposal support</a> Leverage these Quick Proposals to help you create and deliver high quality, value driven proposals to your Power clients.</p> <p><a href="#">POWER7 Key Proposal Templates</a> Leverage these Quick Proposals to help you create and deliver high quality, value driven proposals to your Power clients.</p> <p><a href="#">Enterprise Proposal Support</a> Leverage the Quick Proposals and proposal inserts to help you create and deliver high quality, value driven proposals to your clients.</p> <p><a href="#">Business Accelerators</a> VDP SOWs to support the Business Value Accelerators program</p> <p><a href="#">Winning More Business via Delivery of Value Driven Proposals</a> (69- minute Web Lecture) Best practices for creating engaging proposals that meet your client's expectations and feature the value you can provide</p> <p><a href="#">About IBM</a> document is a must see! To help you answer questions on IBM for your RFP or RFI, download the</p>
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## One Stop for Help!

- [Proposal and Presentation Accelerator tool](#) :
- Reusable client proposals
- Proposal Inserts
- IBM FAQ Content
- [The Value Selling Framework](#)
- [The VDP template](#)
- 30+ languages
- [Help and Resources: Sales Transaction Support](#)
- [Education to Deepen Your Skills](#)
- [Creating Winning Proposals Widget](#)

As of January 1, 2013, the Sales Transaction Hub (STH) and Customer Fulfillment (CF) have been combined to form the **Sales Transaction Support (STS)** organization within the Integrated Supply Chain (ISC)



# Sales Transaction Support (STS) capabilities are key to helping IBM drive growth and deliver client value

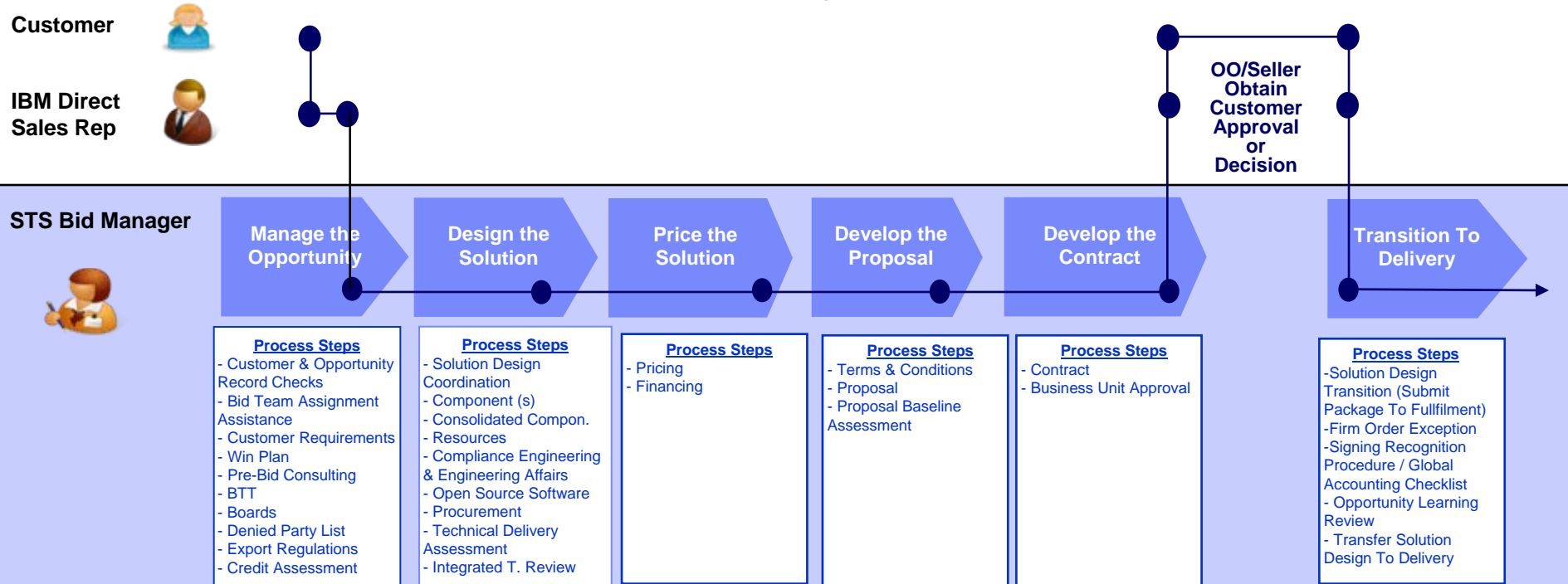
## From Pre Sales Through Cash Collection

Support Area	Key Services	Support Area	Key Services
<b>Bid &amp; Proposal Management</b>	<ul style="list-style-type: none"> <li>Lead development of end-to-end client bid. Serve as single interface</li> </ul>	<b>Order management</b>	<ul style="list-style-type: none"> <li>Seamless execution of client orders across geographies and brands</li> </ul>
<b>Proposal development</b>	<ul style="list-style-type: none"> <li>Develop and deliver value-driven proposal to ensure clarity &amp; continuity</li> </ul>	<b>Scheduling &amp; delivery</b>	<ul style="list-style-type: none"> <li>One stop support for successful delivery of products to clients WW</li> </ul>
<b>Approvals management</b>	<ul style="list-style-type: none"> <li>Coordinate with Pricing, Contracts, QA and other functions on behalf of seller</li> </ul>	<b>Contract management</b>	<ul style="list-style-type: none"> <li>Integrated support for HW, SW, services, and maintenance contracts</li> </ul>
<b>Multimedia &amp; graphics</b>	<ul style="list-style-type: none"> <li>Deliver high-quality document design, prepare binders and CDs</li> </ul>	<b>Inventory</b>	<ul style="list-style-type: none"> <li>Maintain and disposition of new field inventory and related processes</li> </ul>
<b>Intellectual capital</b>	<ul style="list-style-type: none"> <li>Secure client and industry references, reusable assets &amp; unique proposal content</li> </ul>	<b>Billing &amp; invoicing</b>	<ul style="list-style-type: none"> <li>Prompt, accurate management of client billing and invoicing systems</li> </ul>
<b>Technical solution development</b>	<ul style="list-style-type: none"> <li>Assemble brand, industry &amp; fulfillment expertise for high quality deliverable</li> </ul>	<b>Accounts receivable</b>	<ul style="list-style-type: none"> <li>Timely collection of invoices and reconciliation of the AR file.</li> </ul>
<b>Self-service resources</b>	<ul style="list-style-type: none"> <li>24x7 access to proposal templates, inserts and reference materials</li> </ul>	<b>Business Partner contracts</b>	<ul style="list-style-type: none"> <li>Administration of BP agreements and transactional contract processes</li> </ul>

## Supporting Sellers, Clients & Business Partners

# Engaging STS for bid management support will minimize seller time spent on presales activities

- Once engaged, the STS bid manager will facilitate the presales process on behalf of the seller. This support includes:
  - Ensuring that the mandatory Oppty to Order process steps of Manage Opportunities have been performed
  - Facilitate solution design by engaging Techline on behalf of the seller, as required
  - Obtain pricing approvals
  - Develop a high quality, Value Driven Proposal
  - Assemble a customer contract
  - Initiate the Order to Cash process upon customer signature





# Engaging STS for presales support

- Use the relevant local STS request tool to submit a service request
  - In NA, Europe, and GMU, sellers use a tool called “[R2C](#)” (AKA Deal Hub Connect)
  - In Japan, sellers engage through [Deal Hub Request Manager](#) (DHRM)

**End to End Bid Management** ?

- [Multi/Cross Brand](#)
- [Single Brand/Single Service](#)
- [International Deal Support](#)

**Contract Preparation** ?

- [Contract Preparation](#)
- [Other](#)

**Pricing Support** ?

- [Pricing Approvals](#)
- [Credit Check](#)

**Proposal Support** ?

- [Document Management & Print](#)
- [Graphics and Multimedia](#)
- [Quick Proposal \(QP\) Templates](#)
- [Proposal Writing & Editing](#)
- [Orals Coaching](#)

**Intellectual Capital (ICAP) Support** ?

- [ICAP Searches](#)
- [Client References](#)

**Technical Assistance** ?

- [Technical Sales Support](#)

- Select type of bid management required

3. Any relevant details about the deal (for example solution type, or any special instructions)

4. Complete all other mandatory fields in R2C form (be sure to enter your Siebel #) AND

5. Attach relevant documentation (for example, config files)

Step 2: About the Request

Parent service request Id:

\* Service request lead brand:

\* Requesting organization:

\* Requested Deal Hub due date:

\* Region where client is located:

\* Abstract or summary of the request:

Description:

### File Attachments

You may attach up to twenty-five (25) files to your request. Due to proble upload in total size and do multiple uploads for faster response time. If y

[Add attachments](#)

6. Once the request is submitted, a STS bid manager will be assigned and he/she will contact the seller acknowledging receipt of request and support will begin.

# PPX – New System z Software Proposals



## **Proposal and Presentation Accelerator (PPX)**

Home

Presentations

Proposals

IBM Company Information

**Proposal and Presentation Accelerator** is a content management system that provides client-ready presentations and reusable proposal content.

### **Featured presentation and proposal content**

#### **Sales initiatives/themes**

-  IBM Power Systems
-  IBM PureSystems
-  Industry Imperative
-  Smarter Analytics
-  Smarter Planet
-  IBM zEnterprise
-  System z Software

#### **Business unit**

-  Global Business Services
-  Global Technology Services
-  IBM Global Financing
-  Software Group
-  Systems and Technology Group

<https://www.gosavo.com/IBM/CustomPage/View.aspx?id=2495498>

# PPX System z Software Proposal Instructions



## Software Group - System z Software

### Developing a Client Proposal for System z Software

Welcome to the Software Group (SWG) System z Software proposal repository. To create a proposal: Download the appropriate proposal files. Combine the files into a single proposal document using the instructions inside the files. Tailor the proposal for your client situation.

#### How to Proceed

Step 1 - Select the preferred language for your proposal.

Step 2 - Download the System z Software base proposal files.

Step 3 - Download one (1) or more of the Software Category files. Software Category proposal inserts are intended to be combined with the System z Software base proposal.

#### Step 1. Preferred Language for the Proposal

After you select the language, you will be directed to a page to select and download the required files that are explained in Step 2 and 3.

<a href="#">English</a>	<a href="#">English (UK)</a>	<a href="#">Chinese</a>	<a href="#">French</a>
<a href="#">German</a>	<a href="#">Italian</a>	<a href="#">Japanese</a>	<a href="#">Portuguese (Brazilian)</a>
<a href="#">Russian</a>	<a href="#">Spanish</a>	<a href="#">Turkish</a>	

#### Additional Resources

- [STG zEnterprise EC12 October Launch](#)
- [Creating Winning Proposals new enablement program](#)
- [Sales Transaction Hub](#)
- [Creating Winning Client Proposals Webcast](#)
- [Creating Winning Client Proposals PPT](#)

<https://www.gosavo.com/IBM/CustomPage/View.aspx?id=28566774>

# PPX System z Proposal Inserts – Base + 10 Proposals based on Client Needs & Capabilities



## Software Group System z Software Proposals - English

Download the System z Software base proposals and appropriate System z Software proposal inserts by the category of Client Need, by clicking on the asset title, previewing the asset and downloading. You may also right click on the title and open in a new window to preview and download. After downloading the files, follow the instructions inside each file and combine them into a single proposal, ready for tailoring to your client needs.

### Step 2: Download the System z Software base proposal files

- System z Software Cover Letter - September 2012 - US English NEW HOT
- System z Software Cover Letter Appendix - September 2012 - US English NEW HOT

### Step 3: Download one (1) or more of the Software Category files

#### Turn Information Into Insight

- Turn Information into Insights - System z Software - October 2012 - US English NEW HOT

#### Deepen Engagement with Customers, Partners and Employees

- Social Business on System z - September 2012 - US English NEW HOT

#### Enable the Agile Business

- Enable the Agile Business - System z Software - October 2012 - US English NEW HOT

#### Deliver Enterprise Mobility

- Deliver Enterprise Mobility - System z Software - September 2012 - US English NEW HOT

#### Accelerate Product and Service Innovation

- Accelerate Product and Service Innovation - System z Software - September 2012 - US English NEW HOT
- Enterprise Modernization - System z Software - September 2012 - US English NEW HOT

#### Optimize IT and Business Infrastructure

- ZEnterprise - Cloud Ready - System z Software - September 2012 - US English NEW HOT
- SmartCloud Security for zEnterprise - System z Software - September 2012 - US English NEW HOT
- Optimize IT and Business Infrastructure - OMEGAMON - System z Software - Sept 2012 - US English NEW HOT

#### Manage Risk, Security and Compliance

- Manage Risk, Security and Compliance - System z Software - September 2012 - US English NEW HOT

<https://www.gosavo.com/IBM/CustomPage/View.aspx?id=28571185>

## Getting Started

Bookmark: [LINK to Proposal Central](#)

Bookmark: [LINK to Proposal and Presentation Accelerator \(PPX\)](#)

## Prepare

**Complete Value Selling Framework** with Sales Team

[LINK to Value Selling Framework Template](#)

**Find relevant content** from...

[LINK to Proposals & Presentations](#)

## Value Proposition

**Write the Executive Summary**  
as the **Win Theme**

[LINK to Proposal Template](#)

Proposal and Presentation Accelerator links:

[Small Deals Templates](#)

[SWG Main PPX Page](#)

[System z Software Proposals](#)

## Validate (early & often)

**Test your value proposition** in front of the decision maker **NOW**  
Via **Executive Summary** and/or **Streamlined Proposal and Bid Process**

## Propose

Complete the **Value Driven Proposal Template**

[LINK to Proposal Template](#)

Leverage the **Sales Transaction Support**

[LINK to Sales Transaction Support](#)

## Build Your Skills

Creating Winning Proposals [Link to Self Paced Training](#)

*Questions?*



**Find product resources**

Select from multiple categories to narrow your results. The number beside each value indicates how many results are available for your selections across the categories. [Search tips](#)

Type: Proposal insert (1067)

Expert Integrated Systems: Select one

Hardware: Select one

Software: Select one

Software capability: Select one

Software sub-capability: Select one

Services and financing: Select one

Operating system: Select one

Industry: Select one

Welcome

- Business Partner dashboard
- Update my profile
- Find a Business Partner
- Find a solution

We're here to help

[Contact us](#)

Find other resources

- Client references
- Events

## Proposal support material

- **Proposal inserts**

Create winning, client-focused Executive Summaries for your proposals faster, including why a client needs an offering, our approach to meet a client's goals, solution overview and why IBM is the right choice.

- **Quick proposal templates**

Available to Americas Business Partners for use in proposing IBM products to end-user customers.

## VDP Proposal Inserts and Quick Proposals:

- VDP format including a value proposition
- Great starting point examples to leverage
- Executive Summary Proposal Inserts 100+ products enabled (up to 12 languages)
- Quick Proposals 250+ templates (mainly English)

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Client Name:	
Standard Value Proposition Elements	Client Detail and Benefits
<b>Case for Change</b> (compelling reason to act)	Define <b>our understanding this client's goals:</b> <ul style="list-style-type: none"> <li>Articulate their key business issues</li> <li>Describe why this proposition is necessary</li> <li>Define why the client should do this now to achieve compelling business outcomes</li> </ul>
<b>Business Value for the Client</b> (client value proposition)	Define <b>the IBM solution:</b> <ul style="list-style-type: none"> <li>Describe our proposed approach and map the key business benefits to this client's key business issues</li> <li>Define the unique and innovative parts of our solution, and how the solution enables business value for this client</li> <li>Articulate IBM benefits in terms delivering faster outcomes and reducing risk (focus on hard, tangible outcomes; revenue, EBITDA, margins, operating costs, working capital, faster time to market, etc.)</li> </ul>

**Step 1: Assess the opportunity – Stop – Think - Plan**

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<b>Client Name:</b>		
	<b>Standard Value Proposition Elements</b>	<b>Client Detail and Benefits</b>
<b>Why IBM?</b> (IBM unique value)	<p>Define <b>why IBM</b> is the right choice:</p> <ul style="list-style-type: none"> <li>Describe the benefits of an IBM decision</li> <li>Define IBM's strengths and depth of experience as it relates to this client's business needs</li> <li>Provide proof points on why IBM is the right choice for this client</li> <li>Define why the client should do this now to achieve compelling business outcomes</li> </ul>	
<b>Next Steps, Delivery Plan</b>	<p>Describe <b>how we will move forward:</b></p> <ul style="list-style-type: none"> <li>Define how we will transition this client to our solution Include elements such as tracking by industry standards, consultant's measurements, and other gauges</li> <li>Describe program management considerations, governance and how we will monitor, etc.</li> </ul>	

**Step 2: (continued)  
Define our approach...**