

Calling All Lotus Sellers!

If you are involved in selling IBM Lotus Software, you will want to attend Lotus Top Gun in 2008!

The goal of the 2008 Lotus Top Gun Program is to enable salespeople to position and sell the Lotus offerings as holistic solutions that solve business problems, rather than as stand-alone products. To do this, we will take a case-study approach to the class content and delivery in order to:

- Identify general solution opportunities
- Identify or develop a solution to a customer business problem (and the solution may consist of multiple offerings from the portfolio)
- Quantify the business value of the IBM solutions to the customer's business
- Anticipate and be able to respond to customer questions or objections
- Identify the necessary steps to close the deal via Win Plans
- Beat the competition and win sales engagements by leveraging IBM's unique capabilities

This class focuses on helping students better understand & position the complete IBM Lotus portfolio and Websphere Portal strategy & portfolio; including solutions such as Notes/Domino 8, Sametime 8, Quickr, Lotus Connections and the Portal offerings, including Web Content Management & e-forms; the Mobile & Enterprise Access offerings; Dashboards & Business Solutions, Lotus Foundations and Lotus Protector, and more!

Students will learn how to identify, qualify and close opportunities through lecture, Q&A sessions, testing, and student team presentations. At the completion of the class, students will be better able to identify, own and close their own software opportunities and to drive additional IBM Lotus & Websphere Portal software revenue in client accounts.

Audience:

- IBMers and Business Partners with sales responsibility for Lotus:
- Lotus Sales Specialists, IBM Business Partners, Coverage SSRs,
- Business Consulting Services, IBM Global Services, Systems Integrators, and anyone selling and/or recommending Lotus solutions.

Date and Location:

April 7 – 11, 2008

Rome, Italy

(complete logistics will follow after enrollment)

Cost:

There is no tuition fee. Attendees are responsible for their own travel and living expenses.

Enroll today at:

<http://www-03.ibm.com/systems/education/topgun/lotustop.html>

Draft Top Gun Agenda (subject to change):

Day	Topics
Monday	Lotus Portfolio Strategy <ul style="list-style-type: none"> • Pre-test • Lotus/Portfolio Strategy: Products and Acquisitions • New product updates • Adopting a Client-Centered sales approach • How Lotus Support & Services can enhance your solution
Tuesday	Driving Business with Portals <ul style="list-style-type: none"> • Portal Overview • Portal / Accelerator Solutions • The Art of Value Selling • Opportunity Workshop overview & prep
Wednesday	Collaboration without Boundaries <ul style="list-style-type: none"> • Advanced Collaboration capabilities • Notes/Domino integration solutions with Sametime, Quickr, Connections, and more • Opportunity Workshop (evening session)
Thursday	Anywhere Communications <ul style="list-style-type: none"> • Focus on Sametime, Quickr, Connections solutions, plus mobile integration capabilities • Post-test
Friday (1/2 day)	<ul style="list-style-type: none"> • Sales Tools & Tying it All Together • SW Executive Presentation • Team Opportunity Presentations • Top Gun Awards and certificates (dismissal by 1:00 pm)

Here are some student quotes from previous classes:

"Lotus Top Gun was a true top training method, giving me tools I needed for success...and that's what happened! Basically, I was able to reach my fast start bonuses, was rated a top sales performer, and closed two big SMB deals (about 200K EUR) - one was my Top Gun opportunity!" SSR (Finland)

"This class was exactly what I hoped for and more....speakers, organization, content....spectacular. Please keep doing these Top Guns. I will be encouraging all our new and up & coming Lotus partners to attend!" IBM Business Partner (U.S.)

"I learned so much! Great experience-invaluable!" New SSR (U.S.)

"I found it very beneficial and I wish I had done it years ago." SSR (Japan)

"Very intense course; very skilled teach team; very good opportunity to meet people we work with in the virtual world on a daily basis; very useful course that answered many questions I had as a new hire." New SSR (Europe)

***ALSO.....NEW in 2008: Lotus Top Gun NAVIGATOR:**

New Lotus sellers -- this is the course for you! Lotus Top Gun Navigator is a live, online, virtual classroom course designed for those needing an introductory, high-level overview of the Lotus portfolio, and a perfect pre-req before attending Lotus Top Gun. You can attend from the comfort of your home or office! You can find more information & enrollment instructions here:

<http://www-03.ibm.com/systems/education/topgun/salesnav.html>

Need more information?

Contact the Lotus Top Gun Class Manager, Darlene Shamsid-Deen:

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