

Update on the 2011 B2B Cloud Solutions Take Away Program

The 2011 B2B Cloud Solutions Take Away program was launched 60 days ago with the goal of taking out our competition in key sales opportunities. The focus of the program is to change the game of the industry by introducing aggressive win strategies and deal mechanics to the market. Due to the typical 6 month sales cycle, our 60 day target was to secure 1 win. Well, 1 is not good enough, as we successfully closed 4 deals in 60 days! The following are the 4 wins and a description of the Take Away deal mechanic that made it easy for the customer to select IBM versus the competition.

For Red Hat, sales person Stephen Crater sold IBM Sterling B2B Collaboration Network using the deal mechanic overage protection.

For Weyerhaeuser, sales person James Taylor sold IBM Sterling B2B Integration Services Plus using the deal mechanic overage protection.

For Ladd, sales person Peter Freitag sold IBM Sterling B2B Integration Services Plus using the deal mechanic implementation discount.

For Elkay, sales person Jack Peterson sold IBM Sterling B2B Integration Services Plus using the deal mechanics implementation discount and aggressive pricing.

A special mention to **Craig Fisher**, Sales Manager Pacific NW, whose team scored on 2 of the 4 wins...way to go Craig! The good news is we are entering Q3 with several such deals in advanced sales/closing stages.

As you will note, the introduction to the market of the Overage Protection concept is opening the eyes of our customers. To the best of our knowledge, our competitors have yet to adopt this concept, which means you win. Our IBM Sterling B2B Integration Services Plus win rates are increasing. Part of this increase is due to the true discounting of our implementation fees versus the competition hiding such fees. Call this to your customers' attention, and you win.

Most importantly leveraging the IBM Matrix has been core to each win and pipeline-building efforts. Engaging in executive dialog as to why "Rationalize on IBM" makes sense has been very productive. Remember there are 4 core reasons to do so:

- 1) Reduced TCO
- 2) One Global Network
- 3) Flexibility to Change Your Strategy
- 4) The Power of the IBM Partnership

The B2B Cloud Solutions Take Away program continues through the remainder of 2011. In order to secure a win in 2011 time is running out. The earlier you socialize the Rationalization concept with your targeted customer executive, the sooner your commission check will arrive at the bank! Good luck.

Contact

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