

# Content Management Channel Sales

Cathy Billingsley

Channel Sales Manager-- Americas

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# Agenda

- ▶ Content Management Channel Sales 2002  
Mission
- ▶ Team members for CM
- ▶ Extended team members

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# CM Partner Sales / Enablement Team

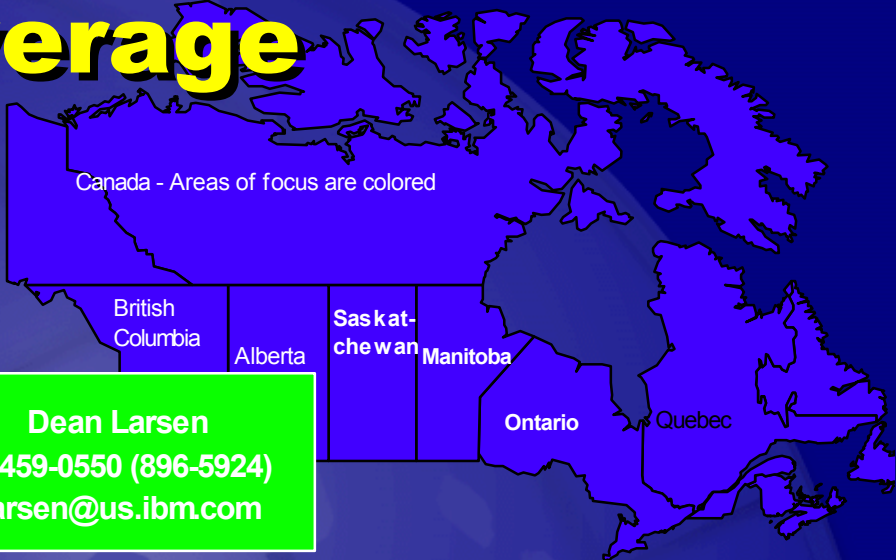
## Mission

- **Drive CM Partner Software sales revenue**
  - ▶ Drive sales through the Tier 2 Reseller partners (CM: MasterChannel-- all BPs)
  - ▶ Work with partners to ensure fast sales execution
  - ▶ Provide assistance with partner-related issues in sales cycle
  - ▶ Increase partner participation in Territory Accounts
  - ▶ Help partners drive volume sales in Cluster and Territory space
  - ▶ Provide partners with sales tools and product knowledge
  - ▶ Assist partners in marketing events to create demand generation
  - ▶ Assist partners with IBM relationship linkages and extended organization support
- ▶ **Enable strategic partners to grow their CM SW Sales business**
  - ▶ Increase partner skills, both sales and technical
  - ▶ Promote sales and technical certifications to improve customer sat
  - ▶ Work with internal teams to provide effective collateral
- ▶ **Recruit new CM partners**
  - ▶ Competitive partners
  - ▶ IBM partners teaming with complementary brands



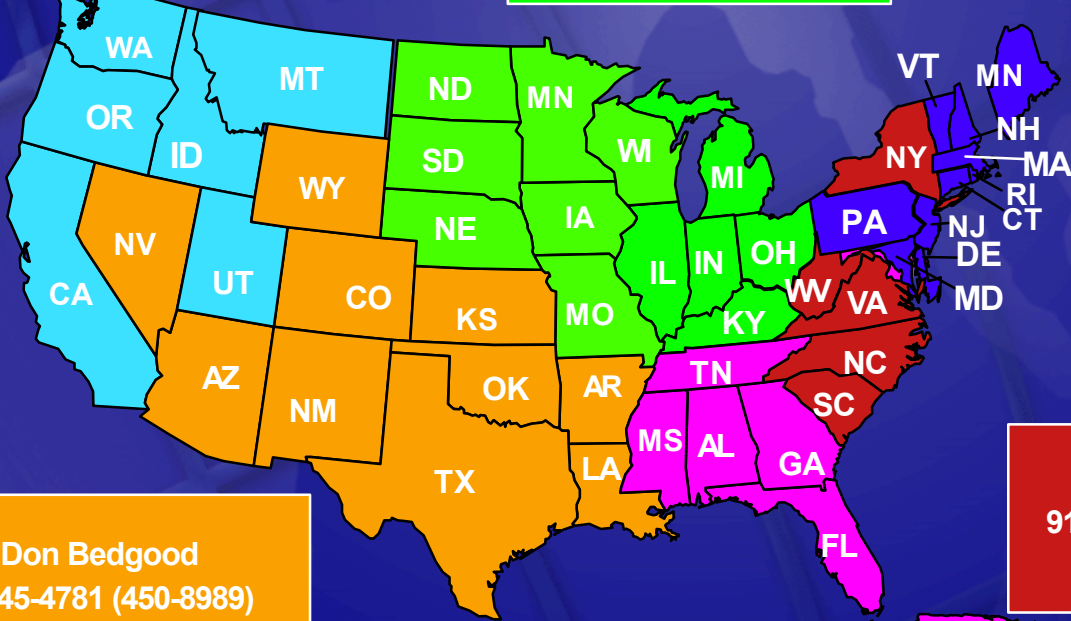
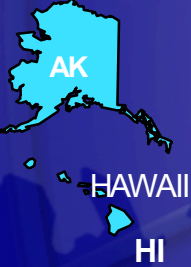
# CM Partner Sales / Enablement Team Coverage

**Cathy Billingsley**  
**Manager**  
 636-530-6970 (666-5796)  
 cbillin@us.ibm.com



**Jim Bergeson**  
 515-254-0645 (681-9974)  
 bergeson@us.ibm.com

**Dean Larsen**  
 734-459-0550 (896-5924)  
 dlarsen@us.ibm.com



**Doug Igawa**  
 415-545-2126(473-2126)  
 digawa@us.ibm.com

**Tina Cleveland**  
 949-645-4530 (544-9208)  
 tcleve@us.ibm.com

**Don Bedgood**  
 972-745-4781 (450-8989)  
 dbedgoodl@us.ibm.com

**Robert Felder**  
 919-367-9480 (223-8925)  
 rfelder@us.ibm.com

**Lloyd Wint**  
 205-972-7513 (799-7513)  
 jlwint@us.ibm.com



# CM Partner Sales / Enablement Team

- ▶ Tina Cleveland - Western US
  - ▶ Phone: 714-438-5861
  - ▶ Teline: 925-5861
  - ▶ Email: [jcleve@us.ibm.com](mailto:jcleve@us.ibm.com)
- ▶ Robert Felder - Mid-Atlantic and NY
  - ▶ Enablement focal point
  - ▶ Phone: 919-367-9480
  - ▶ Teline: 223-8935
  - ▶ Email: [rfelder@us.ibm.com](mailto:rfelder@us.ibm.com)
- ▶ Donald Bedgood- Southwest US
  - ▶ ISV focal point
  - ▶ Phone: 972-745-4781
  - ▶ Teline: 450-8989
  - ▶ Email: [dbedgood@us.ibm.com](mailto:dbedgood@us.ibm.com)
- ▶ Jim Bergeson - Central US-- West
  - ▶ Forecasting tools focal point
  - ▶ phone: 515-254-0645
  - ▶ Teline: 681-9974
  - ▶ Email: [bergeson@us.ibm.com](mailto:bergeson@us.ibm.com)
- ▶ Dean Larsen - Central US-- East
  - ▶ Sales Execution focal point
  - ▶ Phone: 734-459-0550
  - ▶ Teline: 896-5924
  - ▶ Email: [dlarsen@us.ibm.com](mailto:dlarsen@us.ibm.com)
- ▶ Lloyd Wint - Southeast
  - ▶ Phone: 205-972-7513
  - ▶ Teline: 799-7513
  - ▶ Email: [jlwint@us.ibm.com](mailto:jlwint@us.ibm.com)
- ▶ Doug Igawa- Northeast & Canada
  - ▶ Phone: 415-545-2126
  - ▶ Teline: 473-2126
  - ▶ Email: [digawa@us.ibm.com](mailto:digawa@us.ibm.com)
- ▶ Cathy Billingsley, Manager
  - ▶ CM Partner Sales & Enablement, IBM Americas
  - ▶ Phone: 636-530-6970
  - ▶ Teline: 666-5796
  - ▶ Email: [cbillin@us.ibm.com](mailto:cbillin@us.ibm.com)



# CM Channel Pre-sales Technical Support Mission

- ▶ Product technical jumpstart (1 day education)
- ▶ Product architecture
- ▶ Installation Walk thru
- ▶ Product Demo
- ▶ Customized education
- ▶ First customer install assistance
- ▶ Proof of concept
- ▶ Design reviews
- ▶ Technical integration assessment
- ▶ Problem determination assistance



▶ Sizings/Configs





**Hope to see you soon!**

CMTC in San Diego June 17-19

CM Sales 101 and 201 Classes

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