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# Content Management Business Partner Education

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PartnerWorld for Software Programs



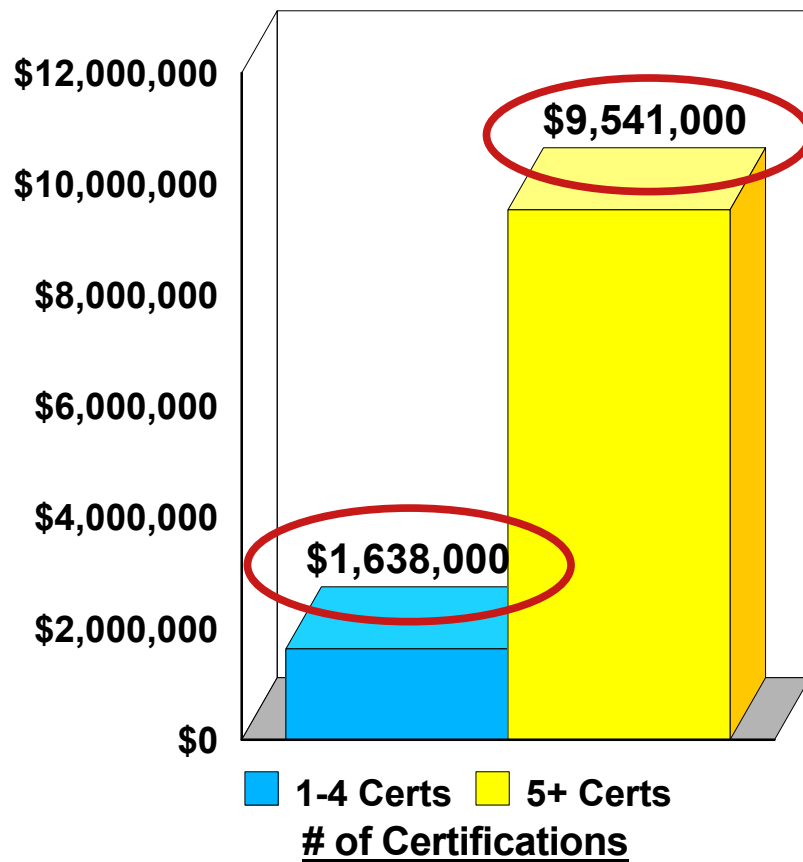
## Why obtain Power Brand Sales Skills?

- Provides you with the knowledge to leverage selling opportunities for Start Now solutions and the IBM Power Brands, including DB2, WebSphere, Lotus and Tivoli
- Helps you to increase your revenue opportunities by learning to sell multiple IBM Software Power Brand products
- Helps to build account profitability by improving selling skills with the use of the solution selling process

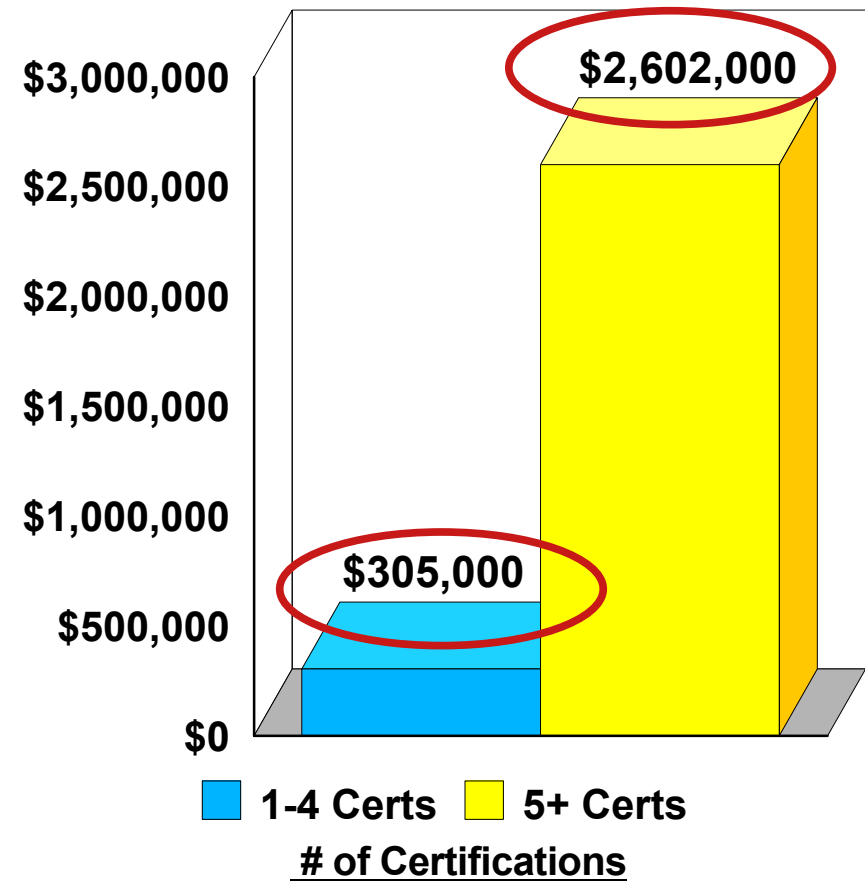


# Revenue and Total Profits are Higher for Partners with More IBM Certifications

**\*Avg Partner Revenue by # of Certifications**



**\*Avg Partner Profits**



\*Based on Partners' Customer Engagements Built on IBM MW



# DM / CM Sales Education

- DM / CM 101
  - ▶ Level 3 training for strategy, product and competitive selling skills
  - ▶ Free, 1 day
- DM / CM 201
  - ▶ Level 4 product solution selling skills
  - ▶ Leads to sales skill - web assessment test, available ~May
  - ▶ 101 and SSM Prerequisites
  - ▶ Free, 2 days





# DM / CM 101 Schedule

## DM 101

## CM 101

- Dallas 4/3
- Chicago 4/17
- NYC 4/23
- Wash, DC 4/24
- Philadelphia 5/7
- Columbus 5/8
- Minneapolis 5/9
- Denver 5/21
- Charlotte 5/22
- LA 5/22
- Orlando 5/23
- San Ramon 5/23
- Atlanta 5/28

- NYC 4/22
- Dallas 4/30
- Denver 5/1
- Costa Mesa 5/2
- San Ramon 5/3
- Detroit 5/7
- Raleigh 5/8
- Kansas City 5/9
- Miami 5/10
- Philadelphia 5/14
- Boston 5/15
- Wash, DC 5/20
- New Jersey 5/21



# DM / CM 201 Schedule

## DM 201

## CM 201

- Dallas 4/25-26
- Atlanta 5/29-30

- Atlanta 5/16-17
- San Diego 6/20-21



## What are My Next Steps?

- Plan to attend a DM or CM 101 workshop
- Attend the Signature Selling Methodology workshop offered via ILS (SSMBPUS1)
- Plan to attend a DM or CM 201 workshop

### **More information.....**

[www.ibm.com/partnerworld/software](http://www.ibm.com/partnerworld/software)

Business Partner Zone > Education & Certification > Sales Education



## Register Today !!

- These classes are available at no charge, but pre-registration is required to confirm seating.
- Space is limited, so please register early by sending an e-mail to [salesed@us.ibm.com](mailto:salesed@us.ibm.com)
- On the subject line, indicate the "Course name, date, location - Registration,"
- Include your name, title, company name, PartnerWorld for Software membership level (Member, Advanced, Premier) mailing address, e-mail address, phone and fax number.
- Location details will be provided with your registration confirmation