

IBM Content Management - Sales 101

IBM Signature Selling Methodology

Robert Felder,

*Business Partner Enablement,
Content Management, Americas*

Objectives

To introduce the IBM Business Partners to the IBM Signature Selling Method to assist with IBM Content Management sales.

Customers are demanding more value.

The world is changing around us...

Our Industry

- The e-business explosion is changing the shape of business and information technology.



Our Competitors

- Our competitors are reorienting themselves to go after e-market space.

Our Customers

- The buyer is changing from an information technology to a line of business executive.
- Customers now expect more from us and faster than ever before.

IBM High Performance Selling

... become the premier marketing and sales company in our industry

High Performance Selling Objectives:

- Move from mind share to much more market share
- Generate more revenue from existing customers
- Create new customers and new workloads
- Leverage key components: hiring, incentive plans, professional training, SSM...

Signature Selling Method Objective:

- Create customer value at every stage in the buying process
- Create and leverage the synergy of TeamIBM
- Improve the speed, quality, and volume of our opportunity pipeline

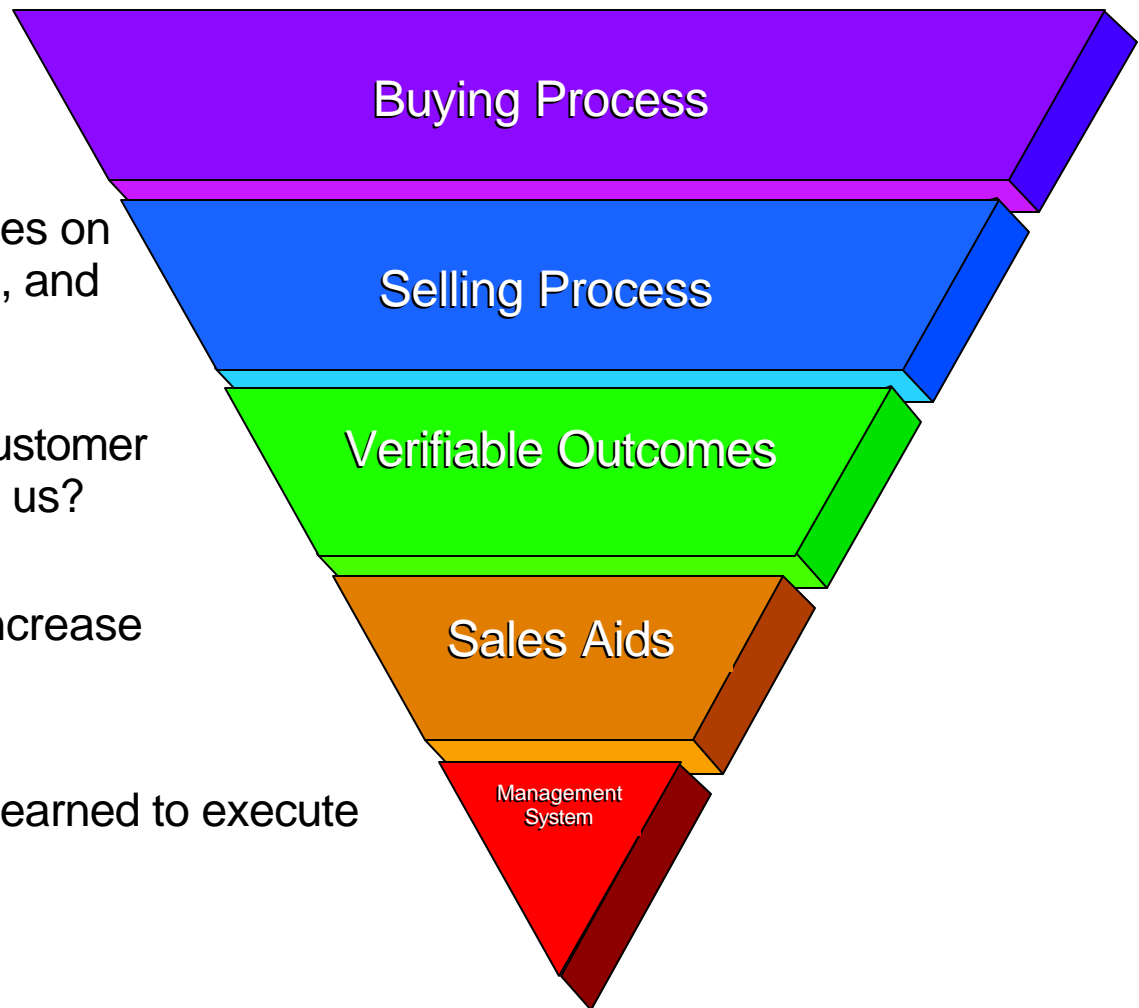
What it means to IBM sellers:

- shorter sell cycles
- improved win rates
- more and larger-sized opportunities

The IBM Signature Selling Method (SSM)

Taking a Closer Look at What SSM Really is...

- How do customers tend to buy?
- How can we focus our activities on the right deal, the right people, and the right issues?
- How will we know when the customer is ready to move forward with us?
- How can we sell faster and increase our value to the customer?
- How can we use what we've learned to execute more effectively next time?



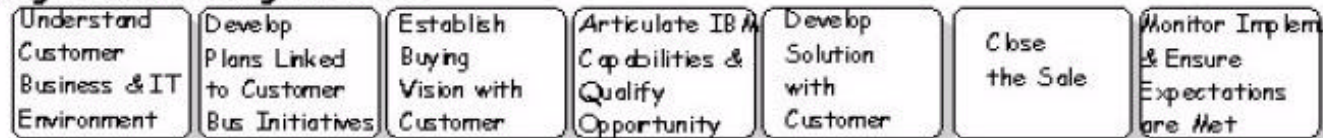
IBM Signature Selling Method (SSM)

SSM helps you create value by bridging from the buying to the selling steps

Typical Customer Buying Process

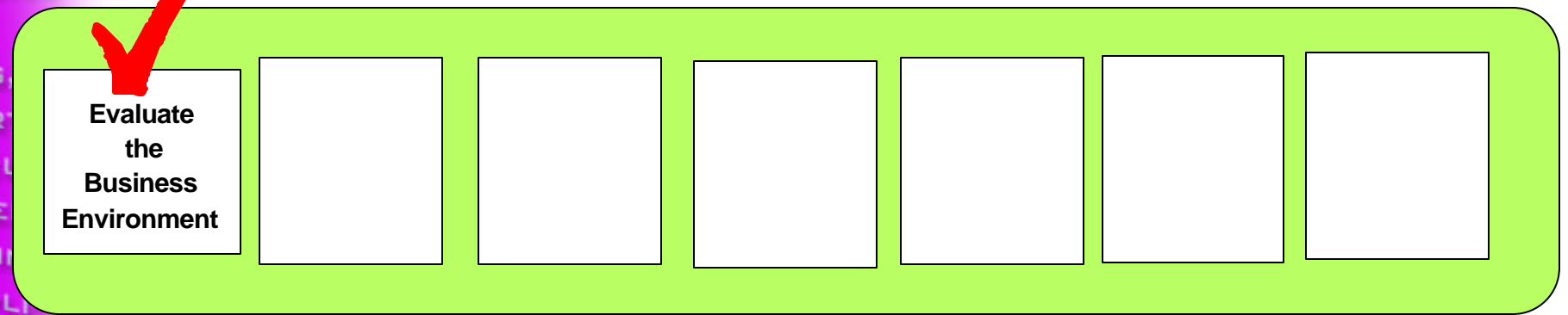


Signature Selling Method



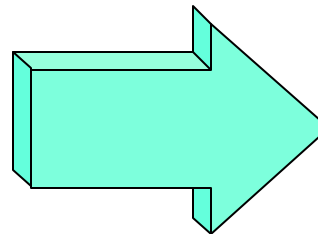
Understand Customer Business and IT Environment

1



What do I need to know?

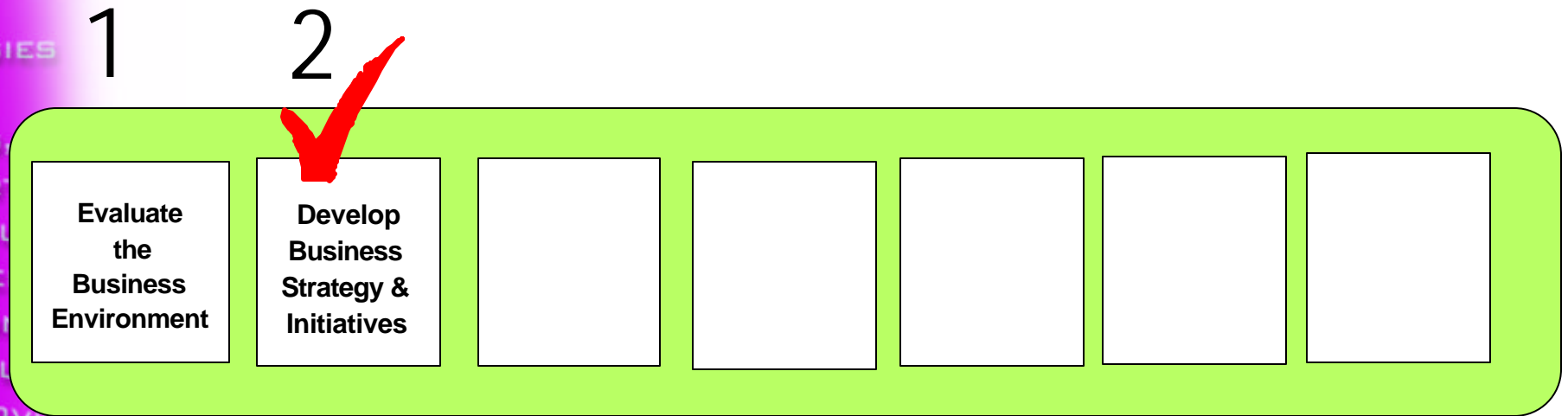
- Business Initiatives
- Strategic Alignment
- Tactical Impact
- Technology Preferences



Verifiable Outcome

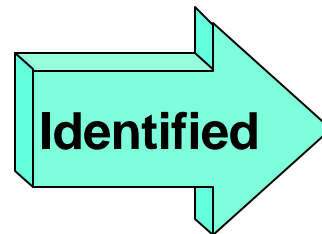
Customer and YOU agree to value of relationship.

Develop Plans linked to Customer Business Initiatives



What do I need to know?

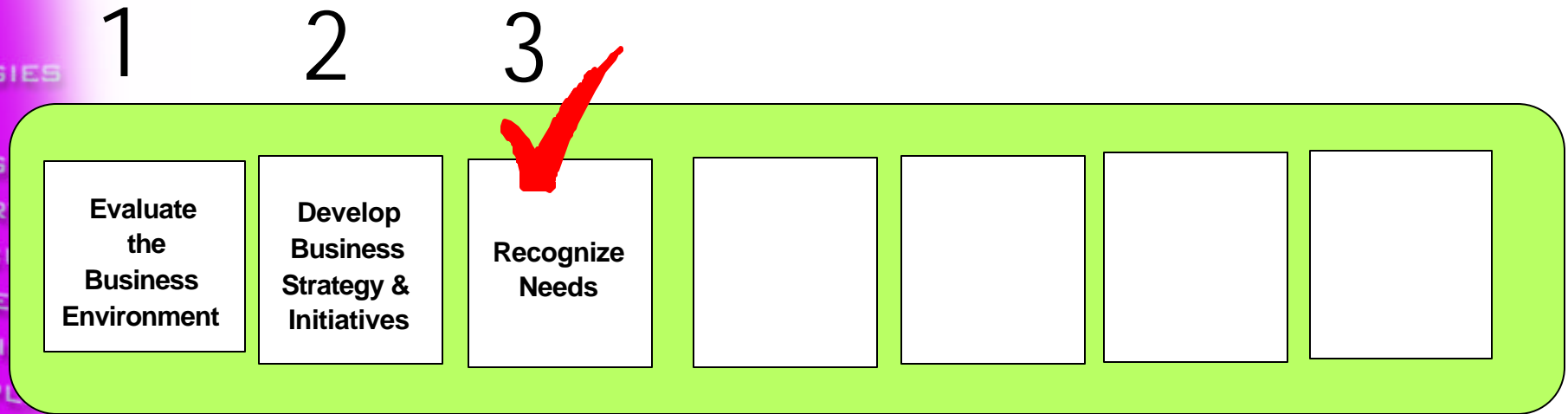
- Competitive Strategies
- Key Players
- Opportunity Assessment
- Pain Chain



Verifiable Outcome

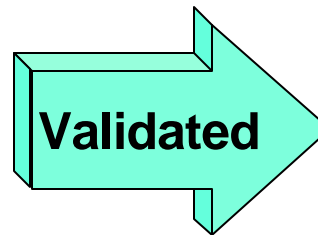
Customer demonstrated interest in working with YOU.
Opportunity Identified.

Establish Buying Vision with the Customer



What do I need to know?

- 9-Block Model
- Condition of Satisfaction
- Dialog Prompter

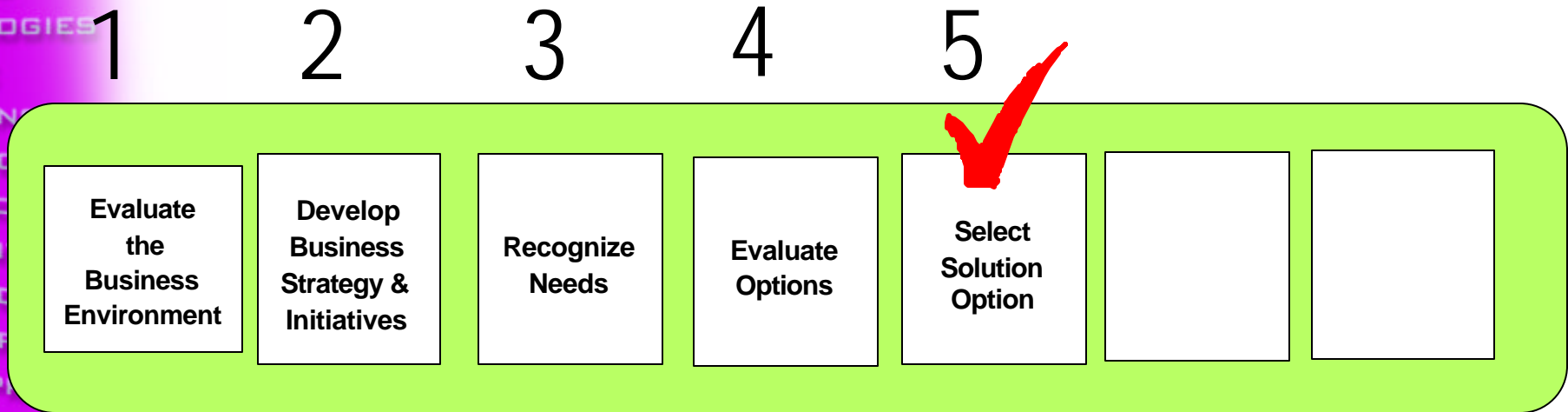


Verifiable Outcome

Customer-stated vision and agreement to support access to Power Sponsor.

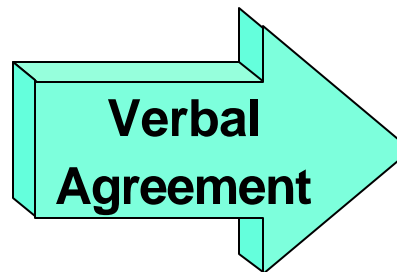
Business Initiatives and requirements confirmed.

Develop Solution with the Customer



What do I need to know?

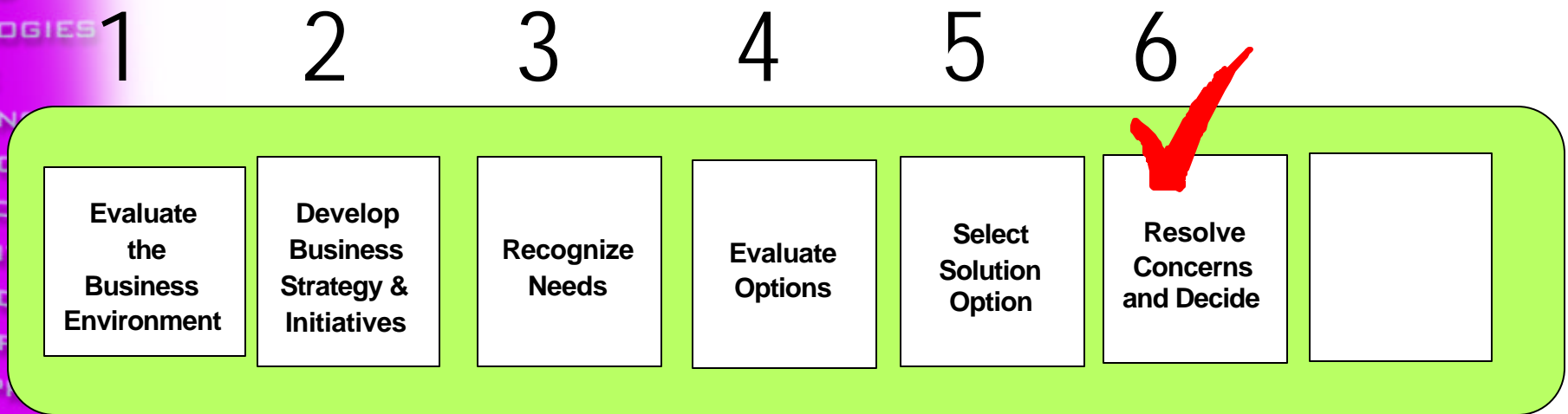
- Value Proposition
- Pre-proposal review



Verifiable Outcome

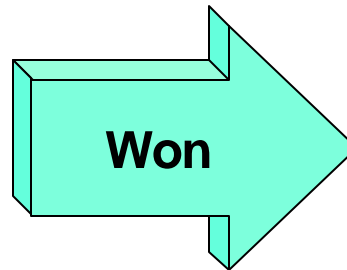
**Power Sponsor's
Conditional approval of
proposed solution**

Close the Sale



What do I need to know?

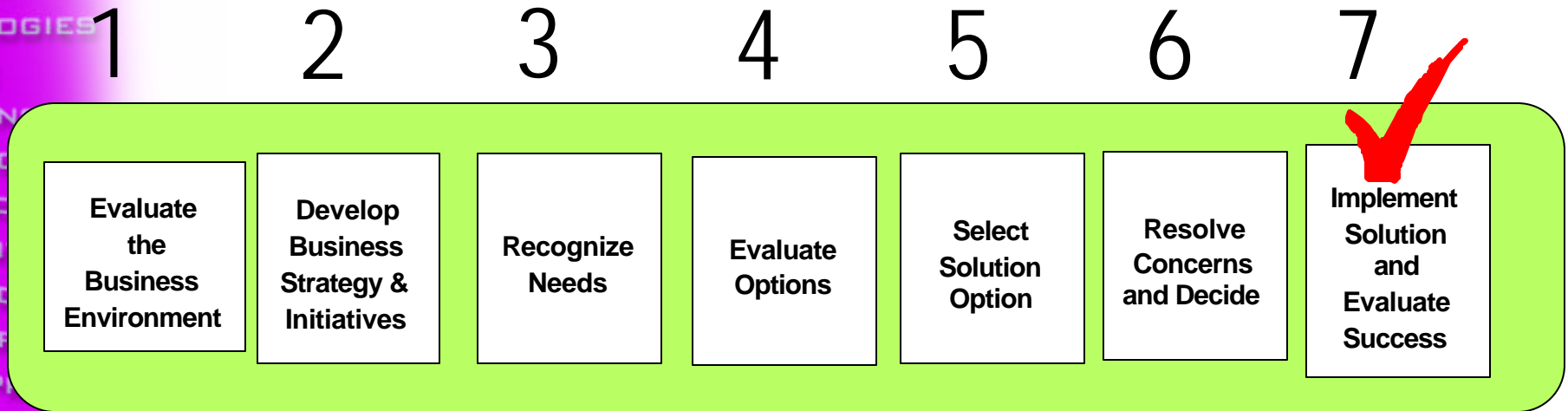
- Positions versus Interests
- Negotiation Template



Verifiable Outcome

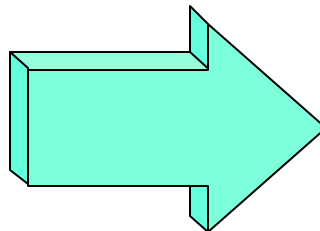
Customer signs the contract

Monitor Implementation and Ensure Expectations are Met



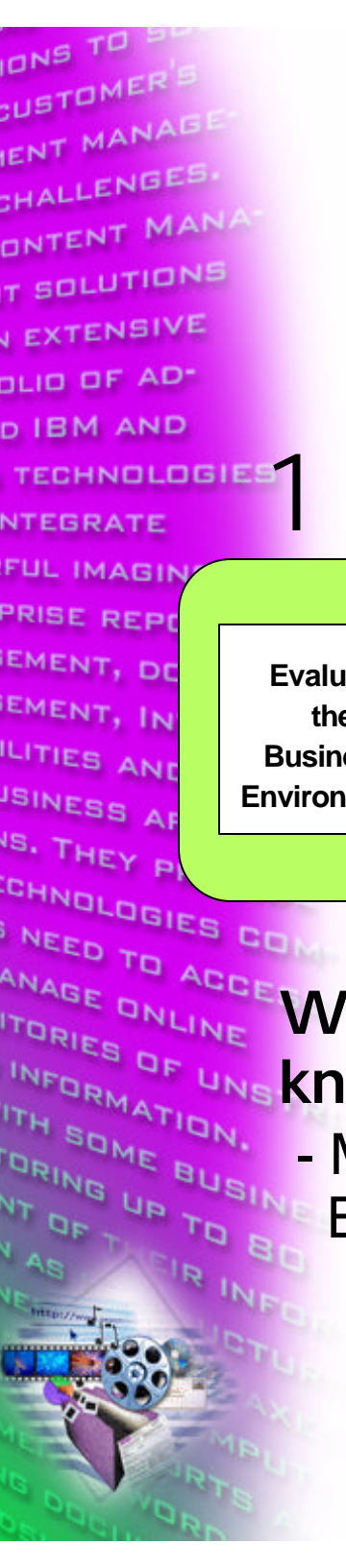
What do I need to know?

- Measure Benefits



Verifiable Outcome

Customer acknowledges the value of YOUR solution



Add Your Signature to your sales activities

- Identify where your customer is in the buying process
- Focus on adding more value at each step
- Speak the language SSM
- Leverage your experience

