Hi, this is ___, with <BP>. I'm calling to find out whether you have implemented e-business solutions in your organization as well as to share how we are helping customers like you take maximum advantage of e-business. Do you have a few minutes?

Yes →

Do you currently have any e-business solutions implemented in your organization or plans to implement any solutions?

No ↓

Yes ↓

Which ones?
- Infrastructure
- Business Intelligence
- CRM
- Collaboration
- e-commerce
- Host integration
- Content management
- Website management
- Wireless
- Other _____

Yes →

Reschedule call

Would there be a better time for me to call back?

No ↓

Key players

Authority question

How are you involved in making e-business decisions?
- Prepare or define requirements
- Technical or business influencer
- Decision-maker
- Not involved

Are there others in your organization that would be involved in making decisions about e-business solutions?

No →

Not involved →

Yes ↓

Could you tell me who they are?
_____
_____
_____

Business Initiative

Can you tell me which of the following issues are important to your business?

Which ones?
Business Initiatives - Revenue
- Increasing revenue from your existing customer base by exploring better ways to analyze customer data?
- Growing your market reach by entering new and high opportunity markets?
- Enhancing customer relationships by introducing innovative customer care and support?
- Turning internet shoppers into buyers by enhancing the customer buying experience?
- Increasing operational availability by investigating various, new sales channels?
- Improving product availability by obtaining timely, relevant customer data?

Which ones?
Business Initiatives - Cost
- Increasing the efficiency of customer service operations by enhancing support tools?
- Reducing the cost of payables by exploring electronic methods?
- Reducing the days of outstanding receivables by implementing new methods of payments?
- Increasing inventory turns by removing the appropriate, slow-moving, low-margin items?
- Improving the cost of inventory by getting more timely, relevant customer data?

Pain chain

Need question

Are you having problems with:
- Declining net worth of your business?
- Eroding operating profits?
- Declining customer satisfaction?
- Inability to deliver key operations?
- Decreasing sales revenue?
- Inability to generate demand and/or gain market visibility?
- Timely delivery of products?

Get contact information

Yes →

Is there someone else in your company that is involved with e-business solutions?

No ↓

Thank you. I'll follow-up with _____

Thank you for your time. If at some point you are interested in e-business solutions my name is ___, I'm with <BP> and my phone number is xxxxxxxxx

Do you currently have a CRM solution implemented?

No →

Yes ↓

Could you tell me why you're dissatisfied? Capture reasons

No ←

Are you satisfied with your current CRM solution?

Yes ↓

Are you looking to expand on your current CRM implementation or are you looking to expand into other areas of e-business?

Please note that the script questions in the red sections represent items from the Signature Selling Methodology. To maximize the benefits of SSM it is important to customize the information in these section to reflect the actual target customer you are trying to reach as well as to insert specific measurable results you can reference. Items highlighted in blue represent BANT qualification questions or optional IBM Business Partner script blocks

May I ask why?
- ❑ No expertise
- ❑ Too costly
- ❑ Too busy
- ❑ Don't understand e-business
- ❑ Other

Timeframe question

Do you have any plans to implement a CRM solution?

- ❑ Within 3 months
- ❑ Within 4-6 months
- ❑ Within 6-12 months
- ❑ Over a year
- ❑ Unsure of timeframe

Business development prompter/reference

We've been hearing from small and mid-sized companies recently and one of their chief concerns is their frustration with poor sales productivity. We have been able to help our customers address this issue. In fact, one customer increased sales productivity by 20%, resulting in a 15% revenue increase. Would you be interested in how we helped them?

Offer section and close

Start Now CRM specific offer could go here

Offer options

No

Thank you for your time. If at some point you are interested in e-business solutions my name is ___, I'm with <BP> and my phone number is xxxxxxxxx

No

Did you know that IBM recently released a new family of e-business solutions designed exactly for small to mid-sized businesses. These solutions are quick to implement, cost effective and can scale as your company grows. We're an authorized IBM Business Partner and have helped other companies implement CRM solutions. Could I share some of that information with you?

No

Yes

IBM recently announced 8 new Start Now Solutions for e-business designed exactly for small to mid-sized businesses. These robust solutions are quick to implement, cost effective and can scale as your company grows. I'd like to spend more time getting into detail on how these solutions can also have an impact on your business. Would it be possible to set up a time to meet?

Yes

Set up demo appointment

Thank you for your time. I look forward to working with you.

Not now

What is a better time?

I can send you some information but it would be best if we can set up a time to meet in person so that I can actually show you a demo of what the solutions can do for you - or other offer could go here

No

Send information or other offer