

## Executive Assessment tool: create compelling business cases



The Executive Assessment maps out a step-by-step sales process that is dynamic and that addresses the changing concerns of your client as you move them through the buying cycle. Using Executive Assessment, you will determine who will be involved in the project, what they want to accomplish, when they plan to deploy, where the Web plays a mission-critical role in their business, and how the project will be funded. Armed with this information, you will be able to justify their investment, build value, and present your recommendations in a way that is virtually irresistible.

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### Benefits

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- ***Helps to quickly identify a prospect's e-business needs and design the right IBM solution***
- ***Provides a streamlined development process that can shorten sales cycles and increase closure rates***
- ***Provides the opportunity to earn additional service fees***
- ***The Executive Assessment is free to PartnerWorld for Software Business Partners***

### What is Executive Assessment?

The IBM Partnerworld® for Software Executive Assessment is a tested and proven consultative selling tool co-developed with the authors of the best-selling Guerrilla Marketing series. It helps you identify prospects and gather the information you need to build a business case, present a proposal, and close new business. Because it focuses on the business issues rather than the technical aspects of the solution, you can quickly and easily sell a technical solution to Line of Business Managers by focusing on outcomes and benefits rather than implementation and technology. The Executive Assessment will help you persuade your qualified prospects to buy the required hardware, software, and services from you in the shortest possible time.

### How do I use Executive Assessment?

Use the Executive Assessment as an offer any time that you're contacting a prospect or calling on a customer. Or use the Executive Assessment as a call to action or limited time offer in a direct mail, telemarketing, marketing collateral or campaign tactic. We also recommend that you offer to apply the assessment fee toward the purchase of your recommendation. This gives the client a financial incentive to purchase your solution when they decide to go ahead with the project.

### **How long does the Executive Assessment take?**

The Executive Assessment should you take approximately ten hours (hours vary based on complexity of solution).

It consists of:

- *An initial fact-finding meeting, to ask questions and gather data*
- *Preparation of a set of strategic recommendations*
- *A presentation of findings and close for a contract*
- *Creation of a demonstration prototype (where appropriate)*
- *A review and analysis of competing Web sites (where appropriate)*

The entire process from initial meeting to close usually takes approximately 2-3 weeks (hours vary based on complexity of solution).

### **Who is using the Executive Assessment?**

The Executive Assessment is being used by hundreds of companies worldwide. Since launching the tool in May 2001, thousands of modules and marketing tools have been downloaded. Below are several quotes from Business Partners who have used the Executive Assessment:

*"Our company is finding these tools extremely useful at this moment and is now securing sales in the small/medium business."*

*"These tools are excellent and are helping us to build a new focus for our company AND IT WORKS! Keep them coming..."*

*"We have used it 4 times, charged \$300k and have increased our sales 40-60%."*

*"We are currently working on demand generation campaigns for our IBM Start Now Solutions ... and we are going to use it as an entry into new customers to better understand their organization's requirements."*

*"Just received it, and plan on using it in the next 5 meetings. We are charging \$20K each and estimated the revenue driven by it to be \$500K."*

### **How do I get trained?**

Training tools consist of a Standard Executive Assessment and Solution Modules. The Standard Executive Assessment provides tools and templates that teach you about performing a consulting engagement. This should take approximately 90 minutes to complete. Application and solution based modules are being created for Midmarket WebSphere®, Lotus®, DB2®, Tivoli®, Linux and Start Now solutions. Solution modules supply an array of information including materials covering IBM-related solution content, value propositions, industry trends, frequently asked questions and checklists. Each should take 20-45 minutes to complete.

Used together, the Standard Executive Assessment and the application and solution based modules will help you better understand and analyze the business needs of your prospect. A complete description and all associated files are available on the PartnerWorld for Software Web site under "Marketing and Sales" and "Tools for Selling our Software" and "Tools for Selling our Software Cross Brand."

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- **Helps to guide you to quickly identify your e-business needs**
- **Requires minimal time investment**
- **Saves weeks to months of research**
- **Is relatively low cost**

The IBM Executive Assessment tool is a complete and structured process that helps a company develop a positive business case for conducting e-business. Available from IBM Software Business Partners who work closely with your marketing and sales executives, Executive Assessment helps ensure that all aspects of the business case are addressed, from strategy and tactics to implementation and competitive analysis. The Executive Assessment will map out the required hardware, software and services necessary to meet your company's needs.

Assessments are offered in several key e-business areas: e-commerce, collaboration, hosting, mobile Internet, infrastructure, business intelligence, business process management, security, content management, integration and customer experience. Identify the areas where you want help and an IBM Software Business Partner will help you evaluate your needs.

The Executive Assessment consists of an initial 3-5 hour fact-finding interview with a follow-up meeting to discuss the proposed strategy that fits your business. The entire process takes approximately 2-3 weeks to complete (hours vary based on complexity of solution).

The IBM Software Business Partner will deliver the following:

- *Business assessment*
- *Strategic and tactical proposal*
- *Recommended business solution including software, hardware, services and projected outcomes.*
- *Competitive analysis (as applicable)*
- *ROI analysis (as applicable)*

The Executive Assessment is performed for a nominal fee to be determined by the IBM PartnerWorld for Business Partner.

Below are several questions you can ask yourself to see if Executive Assessment is right for you.

1. What is the state of your business?

- *Revenue growth versus industry*
- *Current market share*
- *SG&A trend versus industry*
- *Size and growth in transactions year to year*
- *Size and growth of catalog SKUs*
- *Number and size of databases*
- *Integration of current networks and databases*
- *Number of suppliers and business partners*

2. How do you reach your marketplace?

3. Do you currently have a web presence?

4. What phase of development is your current web presence?

- *Home page only*
- *Static brochureware (includes lookup /database self-service access)*
- *Provides direct customer service*
- *Capable of taking orders online*
- *Back-end integration with accounting and order entry*
- *Fully supply chain integrated*
- *Dynamic content management*
- *Mobile internet functionality*

5. How do you see the Internet playing a role in growing your business?

6. How can e-business reduce the marketing, sales, collaboration, integration and procurement costs of your business?

7. To what extent is your management team committed to using the Internet to grow your business?

8. What resources do you have available to devote to this?

Contact your IBM Software Business Partner to learn more and set up an appointment for an Executive Assessment.



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