

Business Partner Services

Co-marketing program

Sales reference guide



Overview

The IBM Co-marketing program helps authorized IBM Business Partners generate demand for solutions, software and services by taking advantage of marketing materials that leverage the power of the IBM Retail Store Solutions brand image and messaging. Through the program, Business Partners can access a portfolio of tools and templates that help you create and execute direct marketing and opportunity-management projects – such as telemarketing – quickly and efficiently. Program templates target key business drivers in three retail segments: specialty, grocery, and food service and hospitality. Plus, program components are customizable, so you can create materials that combine targeted, market-specific messaging with your own personalized information and offers.

Key components

Customized marketing materials

The program makes it easy for Business Partners to create a variety of customized marketing materials. Materials available through the co-marketing tool include the following elements:

- *Self-mailer templates*
- *Postcard templates*
- *Event invitation templates*
- *Your logo*
- *Visuals*
- *Business Partner content*
- *Product specific text*
- *Special offer*
- *Business Partner Emblem*

Telemarketing services

Our goal is to help you increase revenue and market presence by providing services to efficiently generate leads. The focus is not on completing scripts or resolving calls, but engaging prospects in conversation that speak directly to their needs and pains. Callers have the ability to:

- *Understand and position complex technology offerings*
- *Network through complex organizational infrastructures in order to identify key decision-makers*
- *Effectively deliver messaging and value propositions*
- *Gain key marketing intelligence to drive subsequent marketing campaigns*
- *Successfully nurture potential opportunities*
- *Identify and secure not just leads or appointments, but valid opportunities with true potential to close business*

We have coordinated this offering with a skilled telemarketing supplier to offer you a negotiated cost to help you drive results, without dipping too deep into your marketing budgets.

Who will benefit from this program?

The Co-marketing program is specifically designed for IBM Business Partners who want to work with IBM to help generate demand and close business for their solutions. Using one or more of the co-marketing tools – combined with your own database of prospects and/or a database of IBM's mid market prospects – will help you reach new customers and achieve success¹.



How do I create a successful campaign?

Below are some guidelines for how best to utilize the co-marketing templates and develop a successful, targeted marketing campaign.

- *Provide a compelling offer to increase response rates*
- *Offer multiple response vehicles: phone, e-mail, Web, fax*
- *Use the customizable templates to highlight special services you offer, industry-specific experience, your company logo and other differentiators*
- *Follow up on leads as quickly as possible to maximize sales opportunities with these potential customers*

For more information

To learn more about participating in the IBM Co-marketing program, please contact your local IBM representative.

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¹ Some limitations apply with audience requests.