

IBM Content Management - Sales 101

IBM Signature Selling Methodology

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Objectives

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

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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:

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- 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?

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How can we focus our activities on the right deal, the right people, and INTE the right issues?

How will we know when the customer How will we know when with us?

How can we sell faster and increase

How can we use what we've learned to execute How can we use more effectively next time?

Buying Process

Selling Process

Verifiable Outcomes

Sales Aids

Management System

USTOMER'S ENT MANAGE CHALLENGES. ONTENT MANA T SOLUTIONS EXTENSIVE OLIO OF AD-D IBM AND TECHNOLOGIES NTEGRATE FUL IMAGING, PRISE REPORT EMENT, DOCUME EMENT, INTERNE LITIES AND INTER ISINESS APPLI-IS, THEY PROVIDE CHNOLOGIES CON NEED TO ACCES ANAGE ONLINE TORIES OF UNSTR INFORMATION. ITH SOME BUSINE DRING UP TO BI

IBM Signature Selling Method (SSM)

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

Typical Customer Buying Process

Evaluate Business Environment

Develop Business Strategy & Initiatives

Recognize Need Evaluate Options Solution Option Resolve Concerns & Decide Implement Solution & Evaluate Success



Signature Selling Method

Understand Customer Business & IT Environment

Develop Plans Linked to Customer Bus Initiatives Establish Buying Vision with Customer

(Articulate IB A Capabilities & Qualify Opportunity Develop Solution with Customer

Close the Sale Monitor Implem & Ensure Expectations are Met



High Performance Selling water.com/sales/HighPerformanceSelling

Understand Customer Business and IT Environment

TECHNOLOGIES **Evaluate** the Business **Environment**

What do I need to Business Initiatives

- Strategic Alignment
 - Tactical Impact
 - Technology **Preferences**

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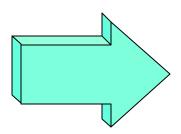
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Verifiable Outcome



Customer and YOU agree to value of relationship.

Develop Plans linked to Customer Business Initiatives

Evaluate the Business **Environment**

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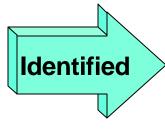
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Develop **Business** Strategy & **Initiatives**

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

TECHNOLOGIES **Evaluate** Develop the **Business** Recognize Business Strategy & Needs **Environment Initiatives**

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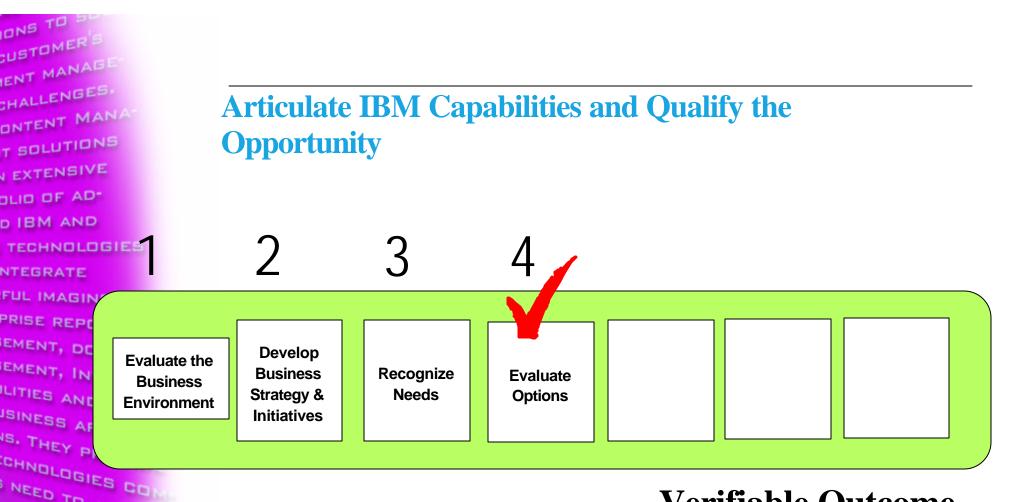
- Condition of Satisfaction
- Condition Condition Dialog Prompter



Verifiable Outcome

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

Business Initiatives and requirements confirmed.



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- Concept Integrated Solution Concept Evaluation Plan

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INFORMATION.

- Preliminary Solution

Verifiable Outcome



Customer Power Sponsor and YOU agree to go forward with preliminary solution

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NEED TO ACCE What do I need to TORIES OF UNE KNOW? Value Proposition

- Pre-proposal review

Verifiable Outcome



Power Sponsor's Conditional approval of proposed solution

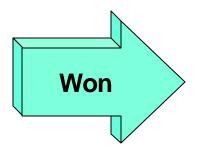
USTOMER'S ENT MANAGE CHALLENGES. **Close the Sale** ONTENT MANA T SOLUTIONS EXTENSIVE OLIO OF AD-DIBM AND TECHNOLOGIES NTEGRATE FUL IMAGIN PRISE REPO EMENT, DO **Develop Evaluate** EMENT, IN Resolve Select **Business** Recognize the **Evaluate** Concerns Solution LITIES AND Strategy & **Business** Needs **Options** and Decide **Option** JSINESS AF **Environment Initiatives** IS. THEY P CHNOLOGIES CO

NEED TO ACCE What do I need to ANAGE ONLINE know! - Positions versus

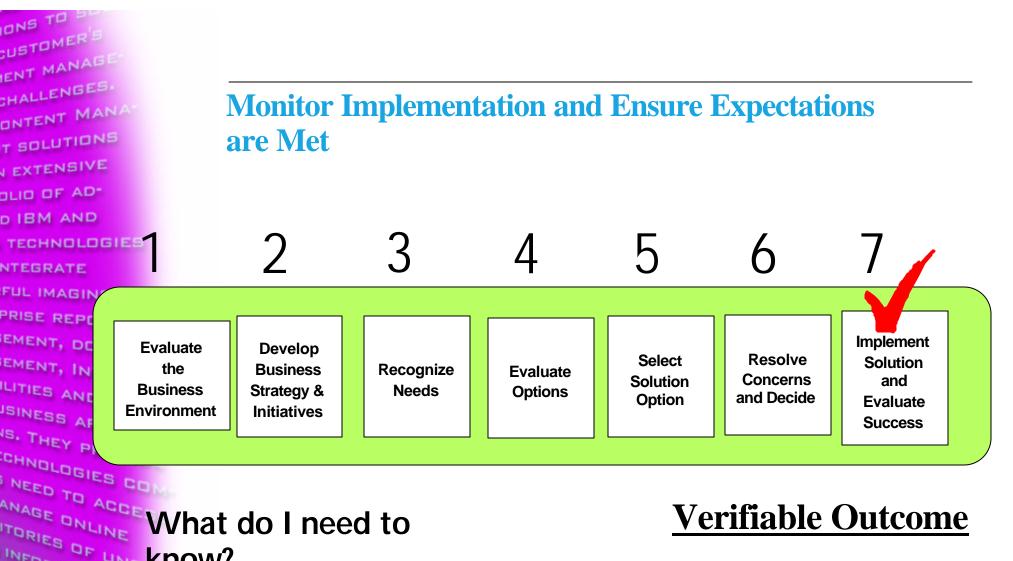
- Interests Interesis

 Negotiation Template

Verifiable Outcome



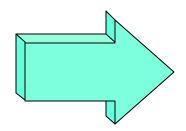
Customer signs the contract



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BUSINE Benefits - Measure





Customer acknowledges the value of **YOUR** solution

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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