Signature Selling (SSM)

Global Business Partners(GBP) Americas

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WHY ...? These Five Key Characteristics Tend To Support The Creation of a "Killer Sales Culture" That Is Inherent Within Best-In-Class Sales Organizations

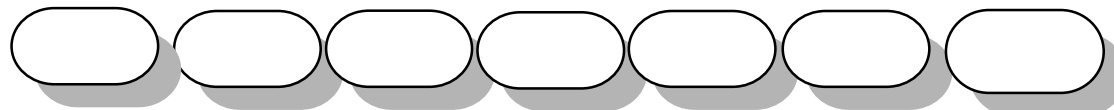| Characteristics	Description	Benefit	Best-In-Class Example
1. **Integrated Multi-Channel Sales Support**	► Multiple tools and resources available to shift low value activities away from reps time	► Resource optimization: Increased value-add time with clients	**Dell**
2. **Strategic Measurement / Compensation System**	► Identifying and measuring key metrics needed to drive behavior in support of key business objectives	► High level of rep buy-in and ownership, based on tight linkage between rep and company success	**GE Capital**
3. **Effective Knowledge Management**	► Efficient collection and dissemination of relevant and timely information about customers, products, competitors, etc.	► Knowledge-based selling: Intimate knowledge of customers and markets	**Charles Schwab**
4. **Dynamic Training Programs and Processes**	► Training applications and processes which transfer knowledge and empower field reps to maximize their productivity and effectiveness	► Supports brand equity by delivering a uniform and cohesive message to the market	**Cisco**
5. **Systematic Sales Processes**	► Formalized and uniform approach to engaging clients throughout the sales cycle	► Provides more directed focus and structured means of sales and sales management	**Oracle**

Signature Selling is a Systematic Sales Process, focused on Customer Interactions

Source: The Oxford Group. Work done for IBM

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What Is Signature Selling?

- **A "Proprietary" 7-Step Selling Method, aligned with a Customer Buying Process**

- **Based on Critical Design Principles**
  - Customer-Focused
    - Supports Customer Buying Process
    - Delivers Value at Every Step, Verified by Customer Agreement
    - Yields Higher Customer Satisfaction
  - Increases Revenue and Win Rates; Decreases sell cycle
  - Tightly-integrated with Sales Management
  - Better Than The Sum of Its Parts (CTSP, SSP, TAS)
  - Drives a Disciplined, Common Approach to Selling
    - Common Language
    - Common Outcomes
    - Common Definition of Sell Cycles
  - User-Friendly

Customer-Focused

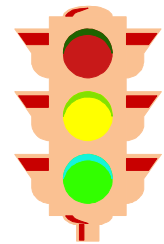*Interaction Between Buyer and Seller*

Buying Process	Evaluate business environment	Develop business strategy and initiatives	Recognize Need	Evaluate Options	Select Solution Option	Resolve Concerns and Decide	Implement solution and evaluate success
Selling Process	Evaluate customer business issues	Develop I/T Solutions Plan Linked to Customer Strategy	Establish Buying Vision with Customer	Articulate IBM Capabilities and Qualify	Develop solution with customer	Close Sale	Monitor solution implementation and ensure expectations met

Identified · *Validated* · *Qualified* · *Proposed* · *WON*

Verifiable Outcomes at Each Step

☑ Step 1: Mutual Agreement to the value of the relationship

☑ Step 2: Customer Demonstrated Interest in Potential IBM Oppty

☑ Step 3: Customer Agreement to Support IBM access to decisionmaker (POWER)

☑ Step 4: Customer and IBM agree to go forward with a preliminary solution

☑ Step 5: Conditional approval by customer of proposed solution

☑ Step 6: Signed Contracts

☑ Step 7: Reference Story/Customer Acceptance of Solution

Proceed...Based on gaining customer agreement

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What's Being Deployed?

OFFERING	Description	Audience
1. **SELLING METHOD**	► 7-Step Structure ► Common Language ► Common Sales Aids ► Verifiable Outcomes, Sell Cycles ► Facilitated by Sales Mgmt Process	► All IBM Businesses ► Business Partners
2. **EDUCATION**	► SSM Fundamentals DL ► SSM Sales Aids DL ► Seller Workshop ► SSM Management Workshop ► SSM for Executives (30-60-90 Day Plan)	► All IBM Sellers ► Sales Managers ► Sales Executives ► Business Partners
3. **SUPPORTING SERVICES**	► Facilitated Account Planning Sessions ► Facilitated Opportunity Planning (Win Sessions)	► Extended Teams for Selected Accounts/Business Partners ► Extended Teams for Selected Opportunities

Learning Offerings

OFFERING	Description	Audience
❏ **SSM Fundamentals**	► Web-Enabled OPS Presentation or CD-ROM ► Approx 1-Hour ► Focus on Why, What, How, When, Who ► Prerequisite to SSM Sales Aids	► All Sales Personnel ► Other IBM Personnel ► Business Partners
❏ **SSM Sales Aids**	► Lotus LearningSpace Course, CD-ROM or Web - enabled ► Approximately 5 -11 Hours ► Focus on Use of Key SSM Sales Aids ► Prerequisite to Sellers Workshop ► Automatic Fulfillment when workshop enrollment occurs	► All Sellers ► Sales Managers ► Sales Executives ► Business Partners
❏ **Seller Workshop**	► 2-day facilitated workshop ► Public Delivery (Cross-Matrix) & Private Delivery (IBM Bus Unit or Business Partner Request) ► Focus: Application and Practice	► All Sellers ► All Sales Managers, Executives ► Business Partners

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Global Business Partners Americas Signature Selling Deployment Plan

■ **Two Seller Types**

- Sell-through: IBM Client Reps & Distributor Client Reps
- Sell-to: Tier 1 & Tier 2 Solution Providers' Client Reps
- Same basic content; facilitation and case study address different environments

■ **Estimate 800 Business Partners to be trained thru YE 2000**

■ **Visit PartnerEducation for Worldwide Enrollment Info**

www.ibm.com/partners/education

■ **Public Class Tuition* - $1,300 less 25% Business Partner Discount**
Private Class Price* - $16,800 (1-20) + $150 per student (21-28)

- PartnerRewards eligible
- You Pass We Pay eligible (when taken as part of e-business Certification education

■ **Questions?**

- Call IBM Learning Services at 1-800-IBM-TEACh (800-426-8322), or
- Your IBM Client Representative for Private Class Scheduling

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* **Prices are subject to change; please contact IBM Learning Services for current pricing and schedule info**

The Value of
Signature Selling Method

- **Maps selling activities to customer buying process**

- **Common language, measurable outcomes throughout sales process, tightly integrated with sales management**

- **Sales Workshops, Management Workshops and Executive Workshops help build skills of High Performance Sales Organization**

- **Basis for current and future IBM solution and product selling education**
  - Application Framework for e-business Selling Workshop
  - (Pilot) Webshere Selling Workshop
  - The preferred selling methodology of e-business core skills