



# IBM SSM Sellers Workshop - Agenda

## Day 1

- ◆ **Class Opening / Introduction**
  - SSM Overview
  - Participant Introductions
  - Business Challenges
- ◆ **Step 1 - Understand Customers Business Environment**
  - Introduce Case Study
  - Strategic Alignment Model
  - Tactical Alignment Model

## Day 1

- ◆ **Continue Step 1 - Understand Customers Business Environment**
  - Review SAM & TIM
  - Role Play and Debrief
  - Business Initiatives
  - Partner Plan
- ◆ **Step 2 - Develop Plans linked to Business Initiatives**
  - Pain Chain
  - Opportunity Assessment
  - Individual Opportunity Assessment Workshop
  - Team Opportunity Selection
  - Team Workshop
  - Opportunity Types
  - Stimulating Interest
- ◆ **Step 3 - Establish Buying Vision with the Customer**
  - Rank vs Influence
  - Organization Map
  - Team Workshop
  - 9 Block Vision Processing Models
  - Pain Sheet
  - Role Play and Debrief



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## Day 2

- ◆ **Previous Day Debrief**
- ◆ **Continue Step 3 - Establish the Buying Vision with the Customer**
  - Access to Power
  - Sponsor Letter
- ◆ **Step 4 - Articulate Capabilities and Qualify the Opportunity**
  - Power Sponsor & Letter
  - Evaluation Plan
  - Preliminary Solution
  - Value Statement
  - Team Workshop
- ◆ **Step 5 - Develop the Solution with the Customer**
  - Solution Blueprint
  - Value Proposition
  - Team Exercise
- ◆ **Step 6 - Gain Agreement**
  - Approaches to Negotiation

## Day 2 (cont)

- ◆ **Step 7 - Monitor Implementation & Ensure Expectations**
  - Measure Benefits
  - Conditions of Satisfaction
- ◆ **Opportunity Discussions**
  - Team Exercise
- ◆ **Individual Opportunity Debriefs**
- ◆ **Adjourn**