

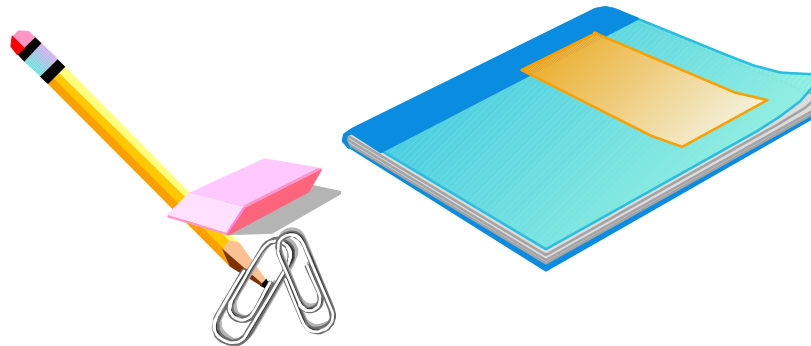


e-business

Business Partner Sales

Strategies for 2nd Half & Year 2000

Marc Beachler, NA Sales Manager
NA BP Field Sales



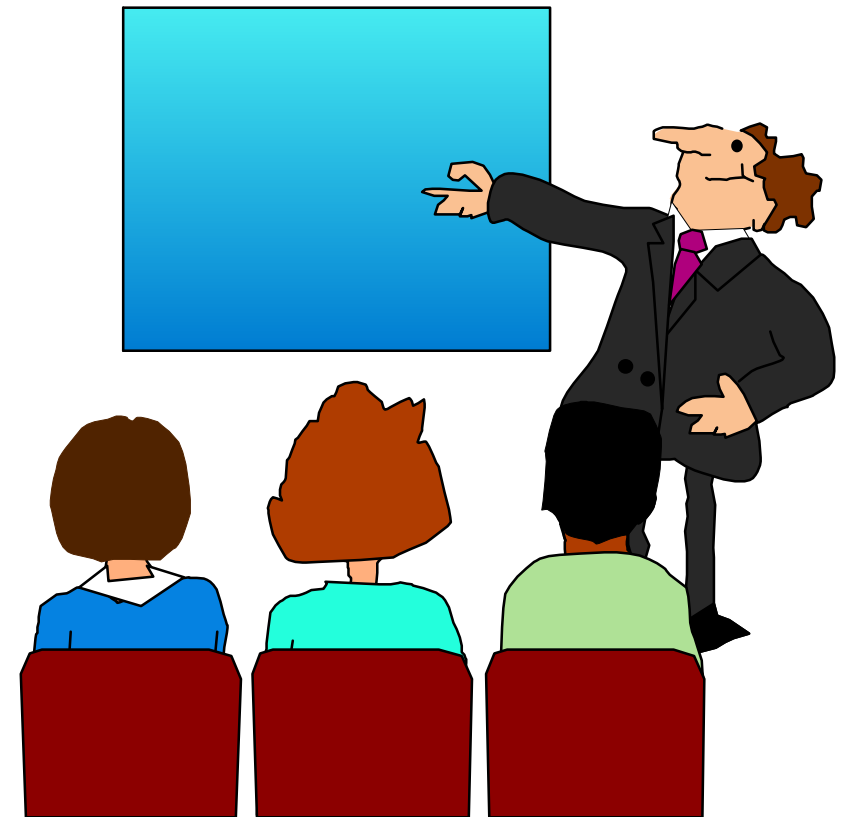
IBM



e-business

Agenda

- Remember Quebec City
- Partner Sales Organization
- 2H changes
- Partner Opportunities
- Q&A





e-business

1999 Mission Statement

To Sell with Strategic Partners that will allow us to exceed our revenue targets while recruiting and enabling solution partners that extend our reach using IBM, Lotus and Tivoli software.





e-business

Field Resources

- Business Partner Sales Managers
- Business Partner Technical Resources
- Business Partner Inside Sales
- Business Partner AS/400 Domino Specialists
- IBM/Lotus Customer "Facing" Representatives





e-business

Objectives 2H

- ✓ Alignment of BP Sales with new SWG model for 2nd Half and into Y2000.
- ✓ Increase the number of customer account relationships with Business Partners
- ✓ Continue the growth of new and emerging channels
- ✓ Continue the focus of Partners into Medium growth markets.

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical decorative bar that features a globe and a computer mouse.

IBM

The 2000 Mission - Starting Now

- 
- ✓ **We are Opening New Market Segments**
 - Our revenue is growing quickly in previously uncovered areas with limited involvement already.
 - There is a significant opportunity here.
 - ✓ **We want partners to benefit from selling and providing services for our entire SW portfolio**
 - ✓ **We must maximize customer touch in our new segment areas to be successful as a sales unit and as part of SWG.**



e-business

The 2000 Mission

- ✓ **To meet our goals, we must tune our sales mission**
 - Focus our BPSM team to have more customer touch effective July 1, 1999.
 - Encourage BPs to be part and parcel to our regular sales process
 - We'll concentrate more on developing our new market segments

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical decorative bar on the left side of the page. The bar contains a globe, a computer mouse, and the text 'www.'.

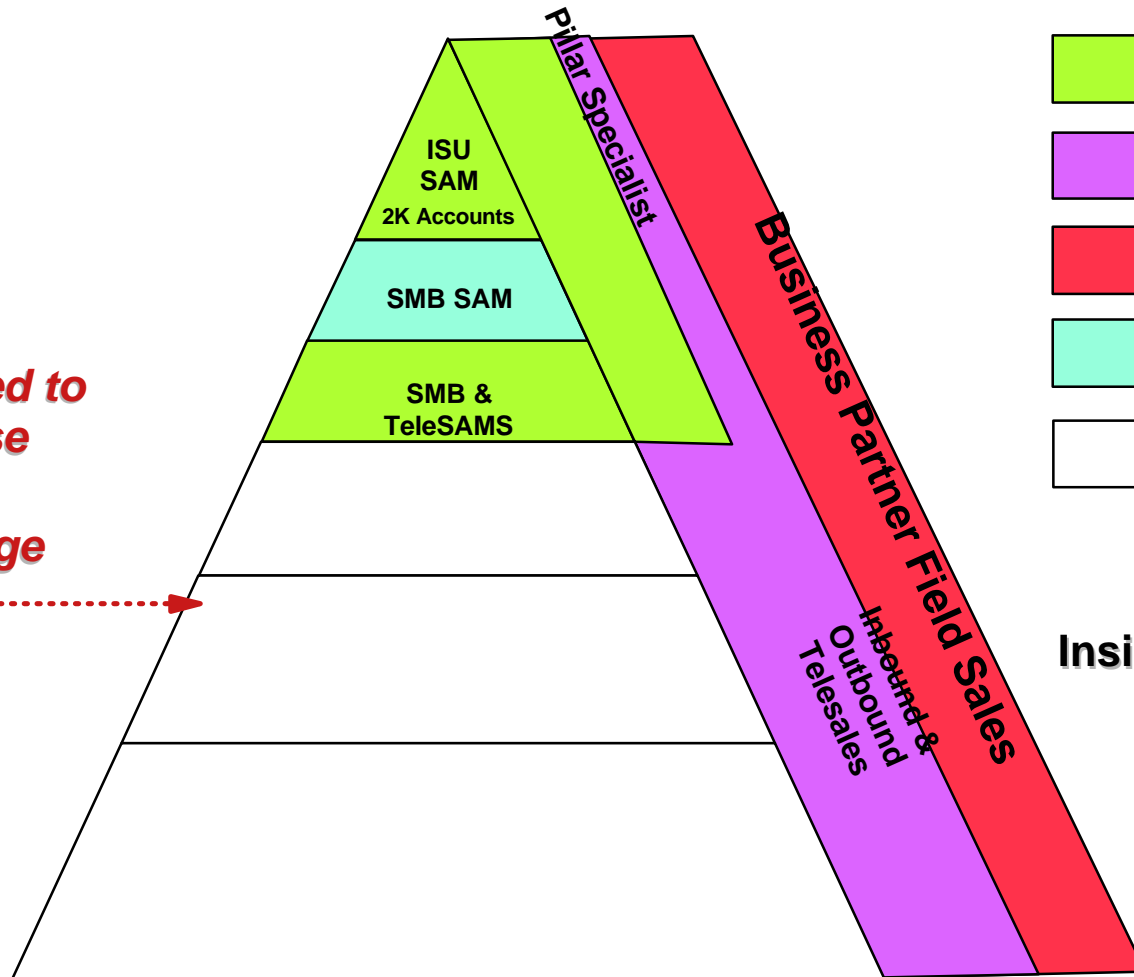
IBM



e-business

The Old Customer Coverage Model

We need to Increase SMB coverage



- Field Resource
- Tele-Resource
- BP Resource
- Field Resource
- Not Covered

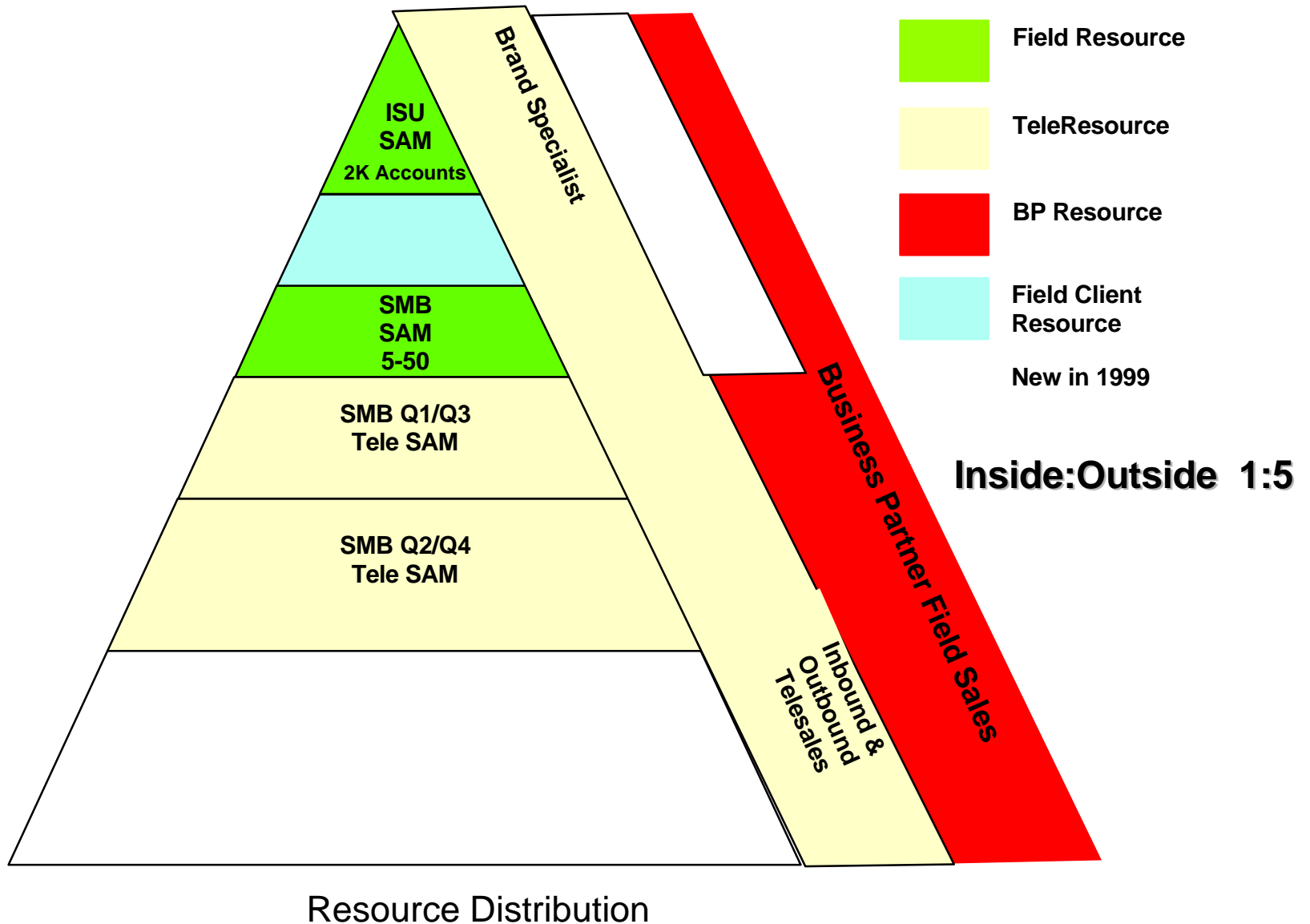
Inside:Outside 1:10





e-business

The New Customer Coverage Model





e-business

Our Definitions

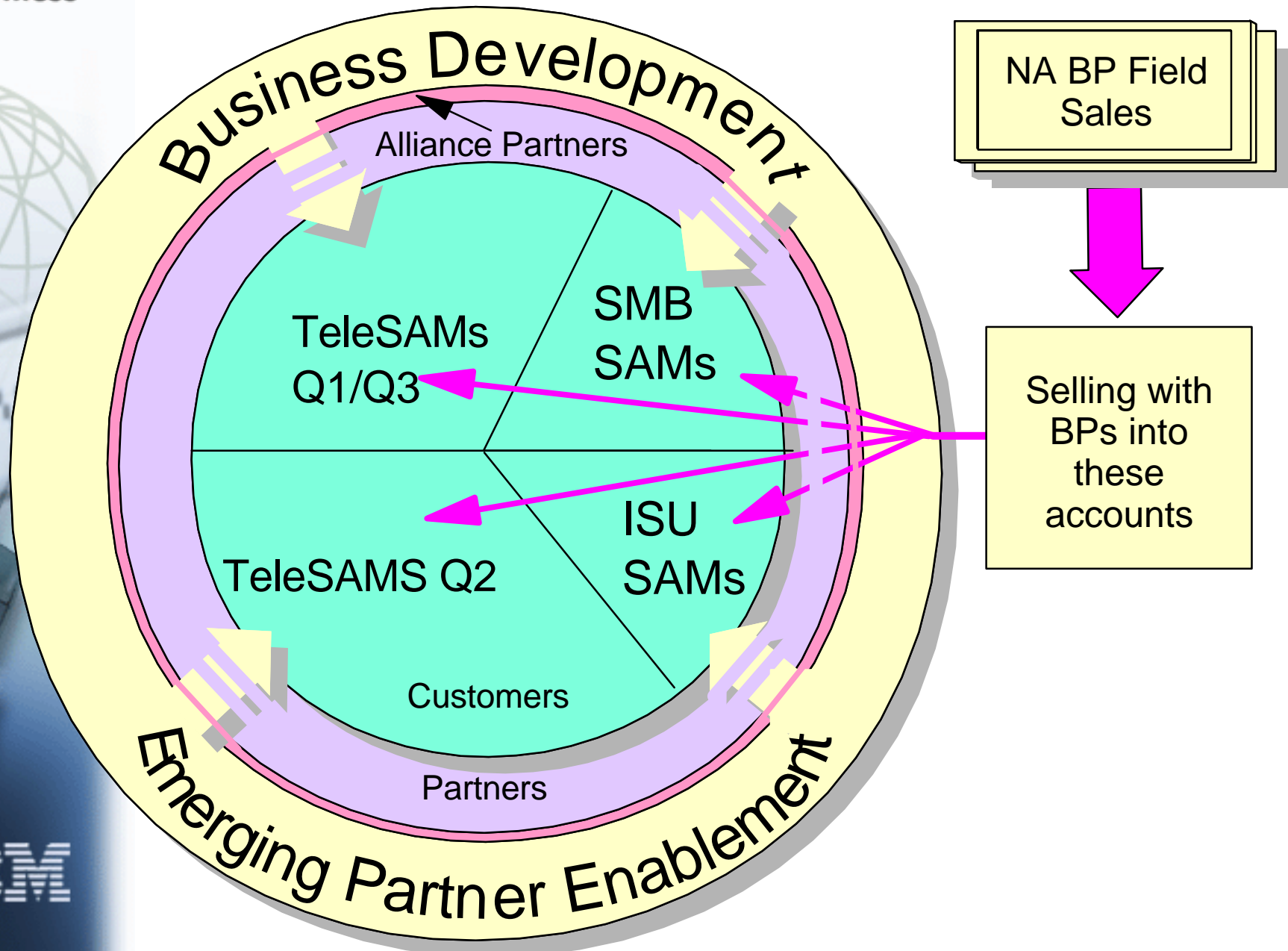
- ✓ ISU Accounts (examples)
 - Chase Manhattan, Citigroup, Ford, State Farm
- ✓ SMB Accounts (criteria)
 - Well...
 - Employees, Revenues
 - On the list!
 - Our Goals for SMB
 - \$750M IBM SW Goal in 1999
 - 14% year to year growth





e-business

Entire BP Field Sales Team

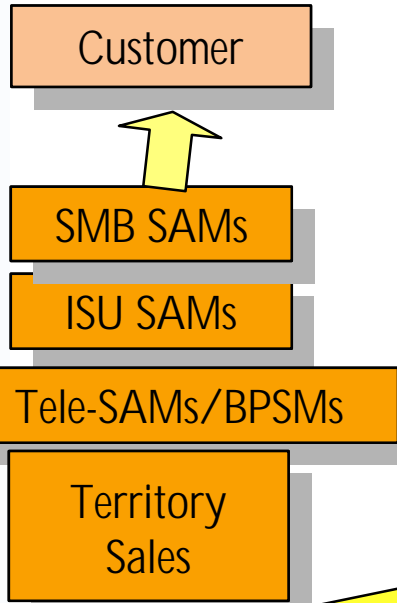


IBM

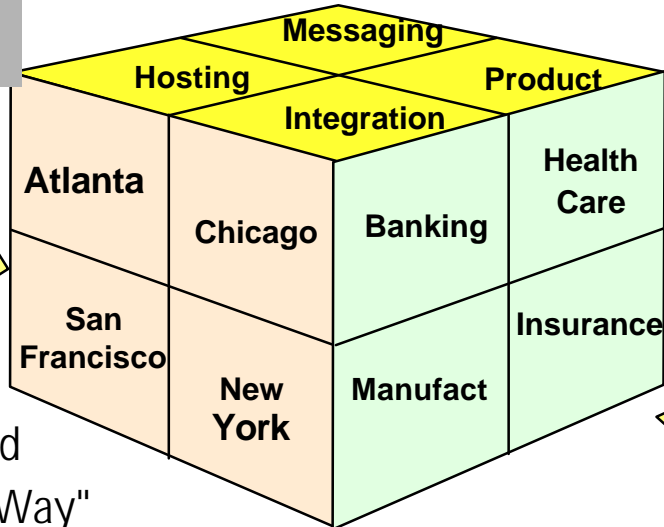
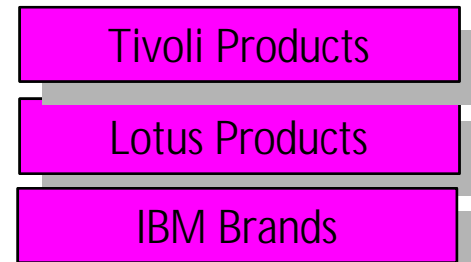


e-business

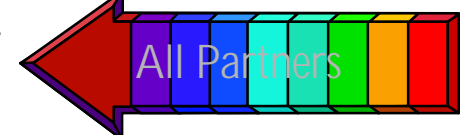
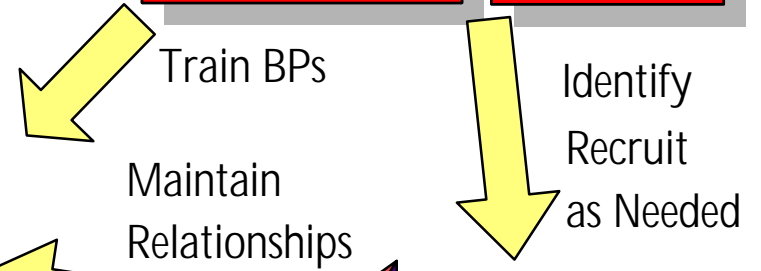
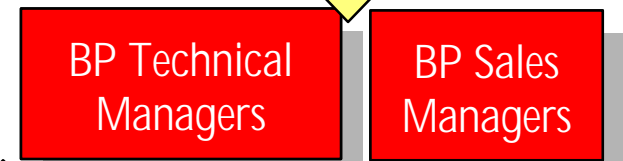
"Go To" Partners



Our sales teams need an active set of Selling Partners, Product Solutions, Skillsets and Event participants by product, by industry, by geography, etc.



Categorized
"Every Which Way"





e-business

Benefits for Partners

- ✓ Increased Direct Customer Coverage
 - More Discrete Opportunities Identified
 - More Leads for Partners
 - More Partner Opportunity
 - Tighter Customer Relationships
 - Increased New Market Segments
 - Increased Profitability with Warm Leads
- ✓ Continued emphasis on Partner Enablement
 - Exposure to other IBM product sets





e-business

Next Steps

- ✓ Develop New Skills for other IBM Products
- ✓ Hone your existing skills
- ✓ Get on our Radar Screen - Build a Business Plan!
 - Contact your BPSM or Inside Sales Rep.
 - ▶ Share opportunities - help one another close business
 - ▶ Develop new opportunities





e-business

Question & Answer

✓ Thank You.
Have a Great
4th Quarter!

