

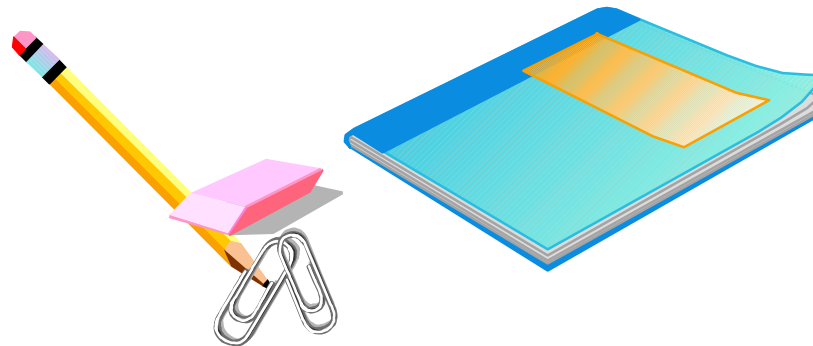


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Business Partner Sales

Strategies for 2nd Half & Year 2000

Mark Sullivan, Sr. Director,
NA BP Field Sales



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Objectives

- ✓ 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, positioned at the bottom of the slide. The background of the slide features a vertical strip on the left with a wireframe globe, a computer mouse, and a document with a URL, all in a light blue and white color scheme.

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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.**

The 2000 Mission

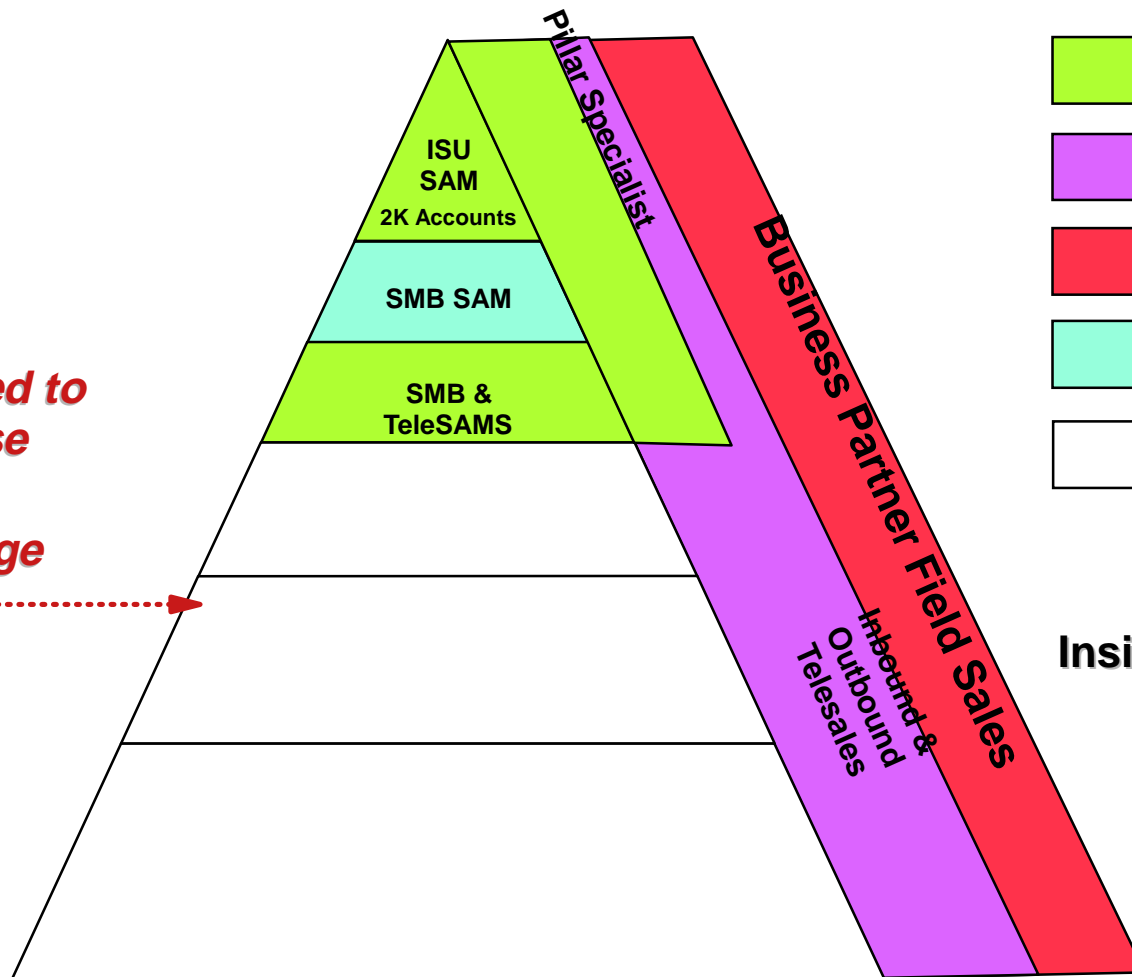
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- ✓ **To meet our goals, we must tune our sales mission**
 - Focus our BPSM team to have more customer touch effective July 1, 1999.
 - Encourage BPs to be part and parcel to our regular sales process
 - We'll concentrate more on developing our new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








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The Old Customer Coverage Model

*We need to
Increase
SMB
coverage*



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

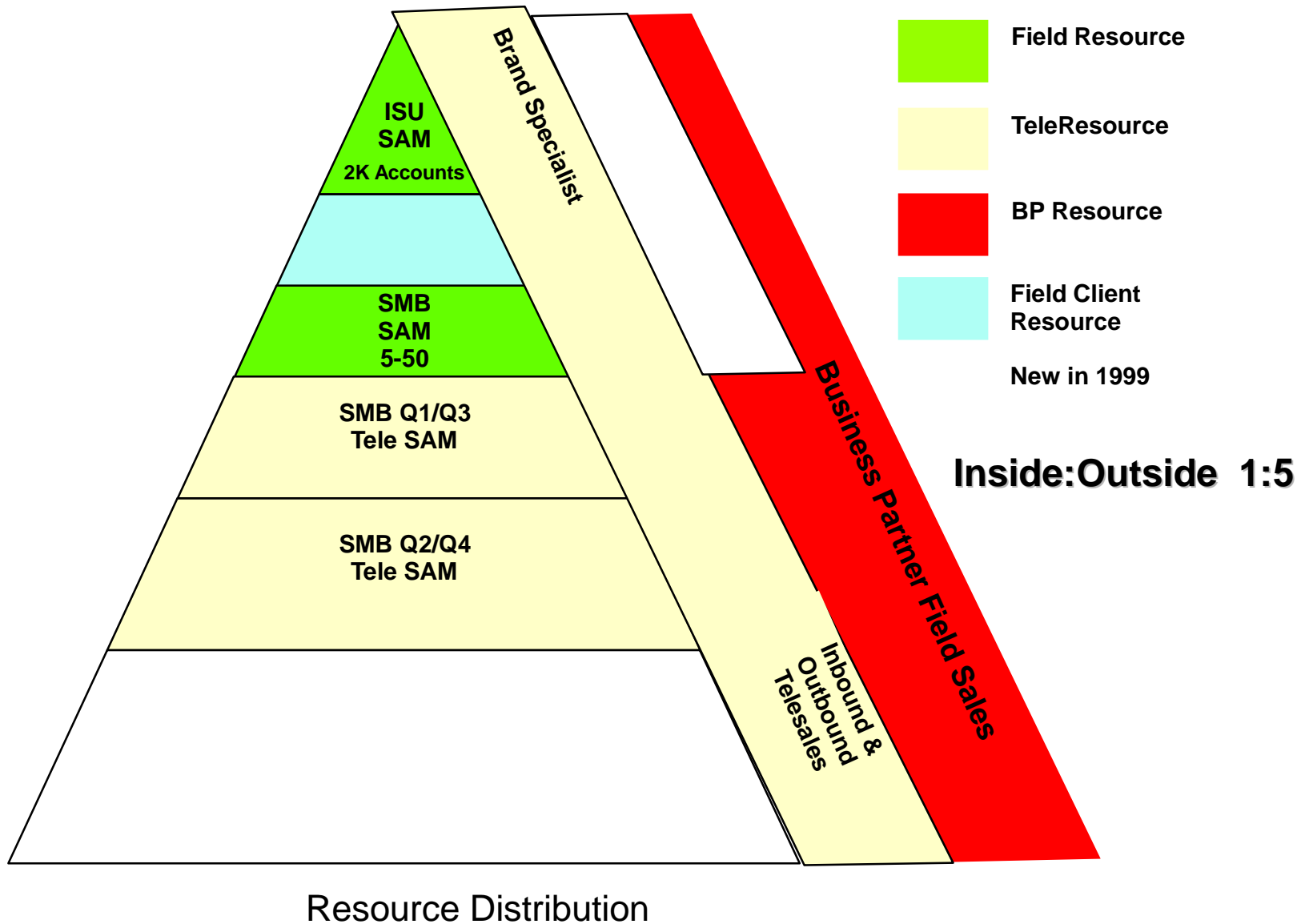
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The New Customer Coverage Model



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Our Definitions

- ✓ ISU Accounts (examples)
 - KeyCorp, GM, DaimlerChrysler, Kellogg, Parker-Hannifin
- ✓ SMB Accounts (examples)
 - OfficeMax, Owens Corning, Invacare, Moen, Detroit Edison
 - Our Goals for SMB
 - \$750M IBM SW Goal in 1999
 - \$73.3M Area 4
 - 14% year to year growth

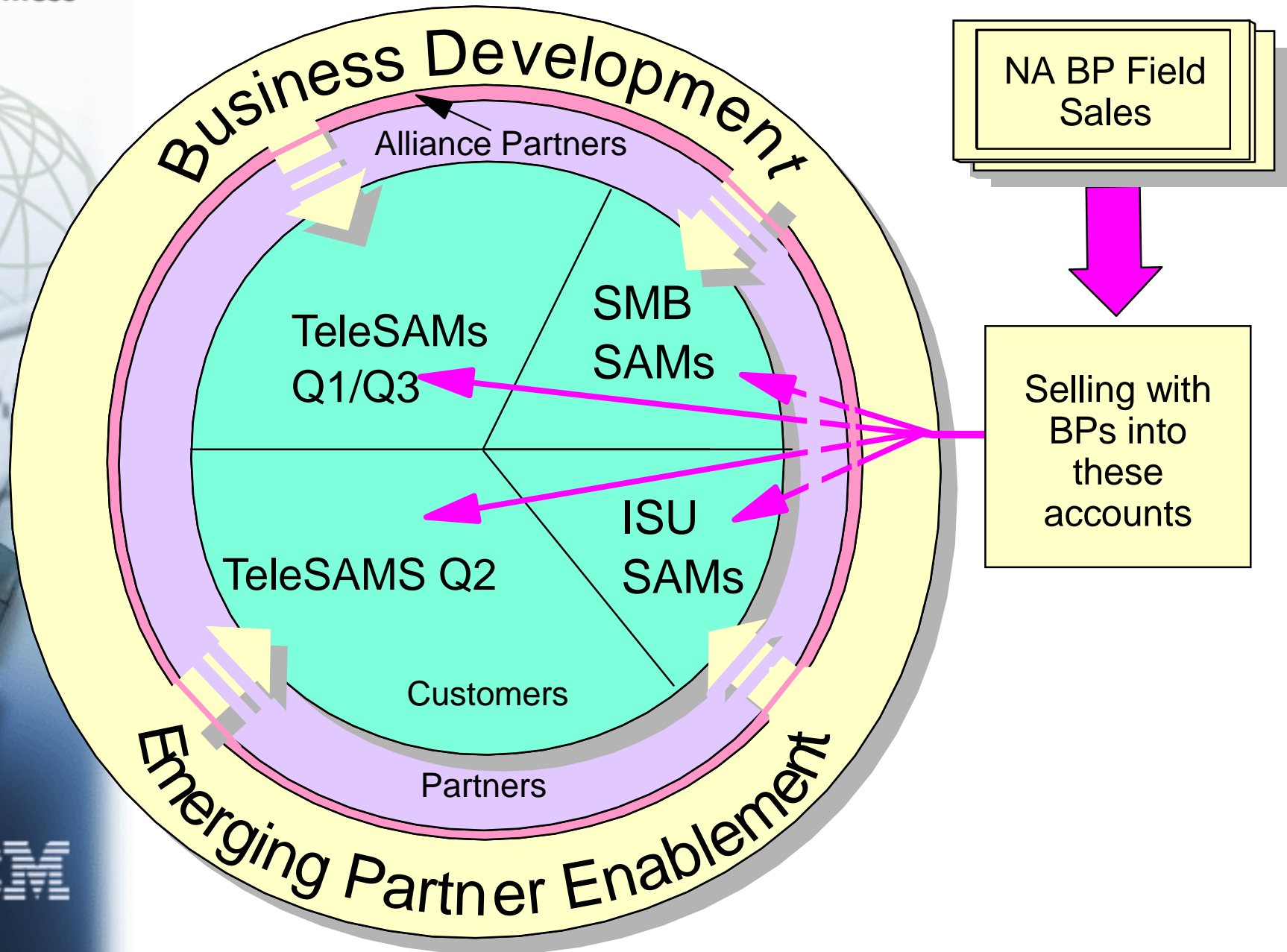


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Entire BP Field Sales Team

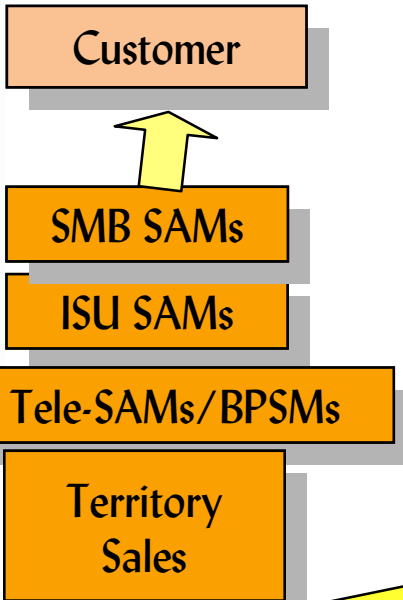


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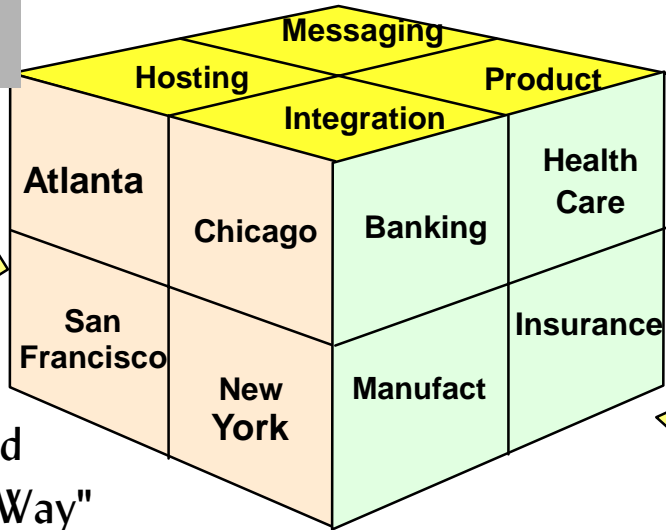
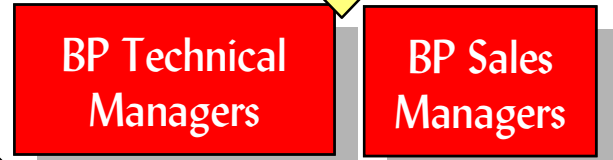


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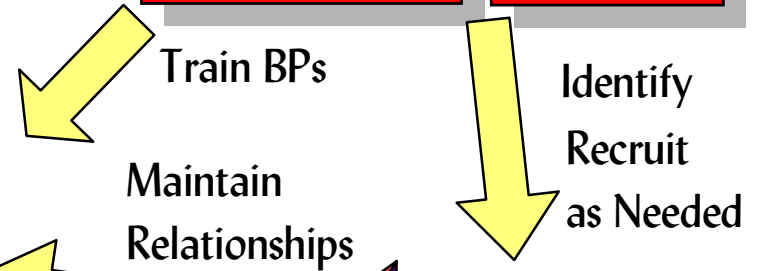
"Go To" Partners



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"

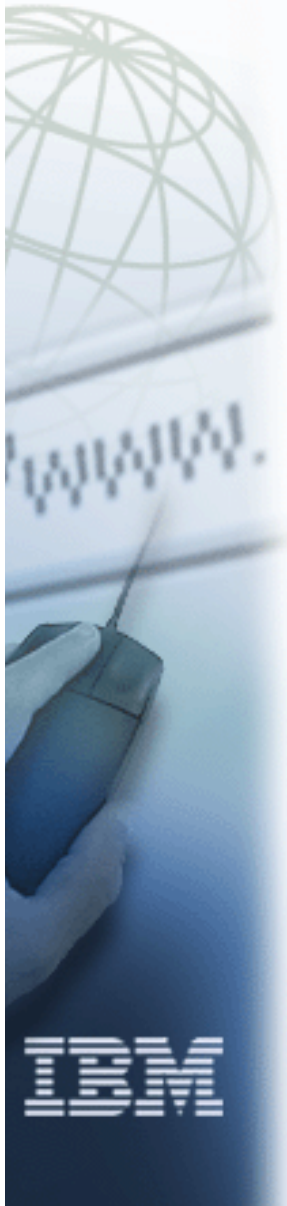




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Benefits for Partners

- ✓ 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





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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



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Question & Answer

- ✓ Looking forward to our roundtable discussions

