



Boost Your Budget: **Making the Sale in Tough** **Economic Times**

May 21, 2009

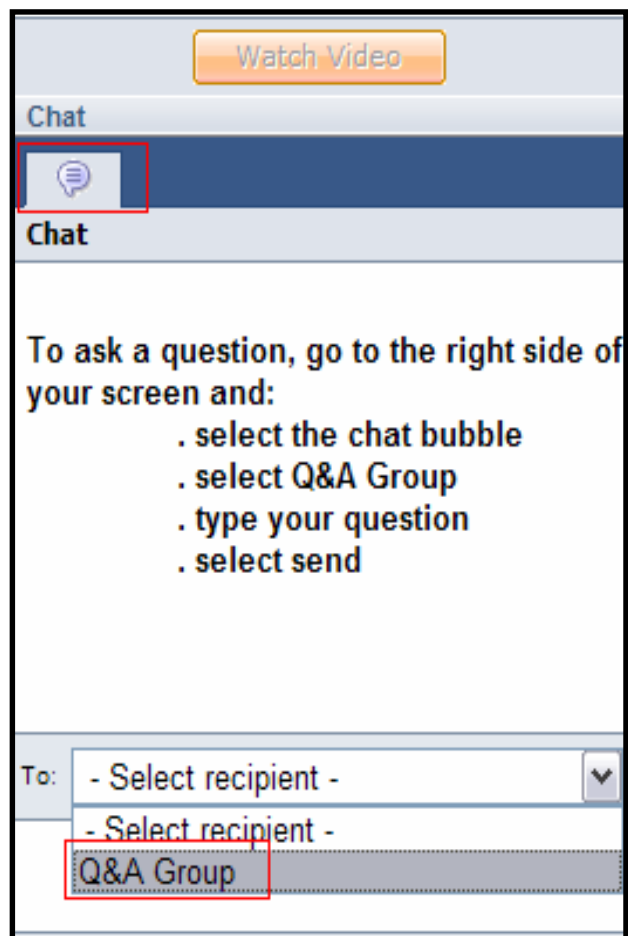


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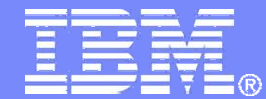
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How to submit a question



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Your speakers today

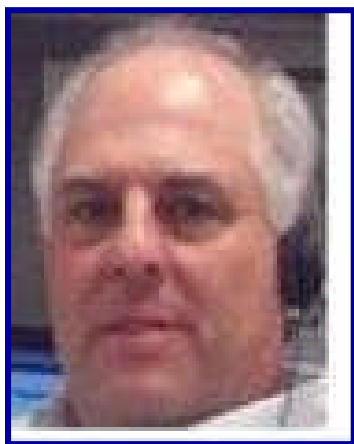


- **Mitch Mayne**
- **ISV & Developer Relations, Global Communication**
- Mitch is the external communication lead for IBM ISV & Developer Relations. He's responsible for the organization's overall messaging and positioning, and disseminating that message to our press, analyst, and business partner communities across the globe. Mitch is the creator and host/moderator of the "Boost Your Budget" series.



- **Steve Ambrose**
- **ISV & Developer Relations, Software Sales Client Executive**
- Steve is a Client Executive in ISV & Developer Relations and is responsible for IBM's worldwide efforts to help ISVs build profitable relationships with the Application Specific License (ASL) program. Steve joined IBM in 1995 in a hardware/software development role, and has been helping business partners team with IBM since 1999.

Your speakers today



- **Tom Pallotta**
- **IBM Software Sales Manager**
- Tom joined IBM in 1973. In 2000, Tom came to ISV & Developer Relations where he has held multiple management positions. Today, Tom is responsible for two programs that can help you close business faster and ease linking with IBM sales teams: IBM Sales Connections and our IBM Innovation Centers Sales Resource Managers.



- **Nina Paolo**
- **Manager, IBM Innovation Center, San Mateo**
- As the manager of the IBM Innovation Center in San Mateo, Nina manages a team of marketing and technical resources, and helps connect our Business Partners to sales and business development resources to close deals. She joined IBM in 1998, and has management experience in application development, human resources, and technical services.

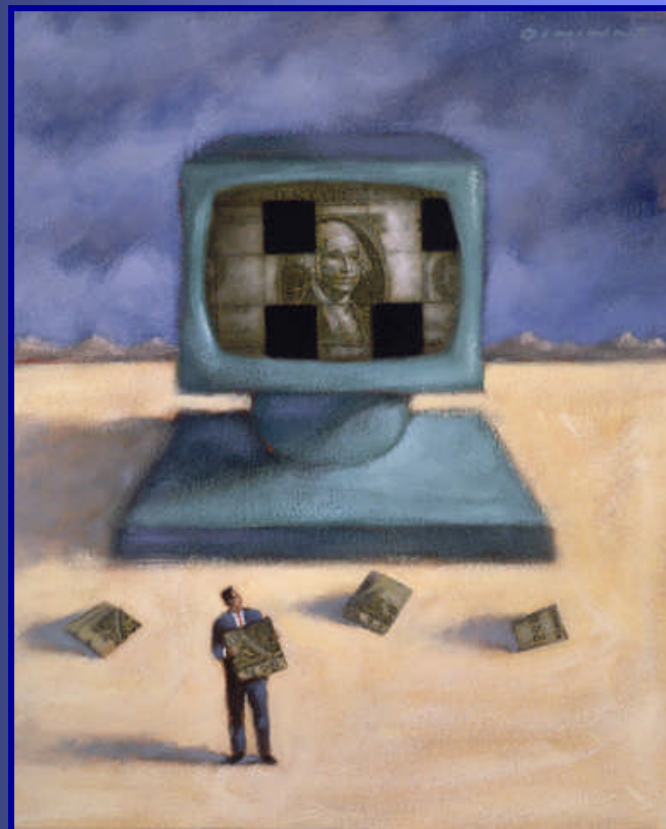
Your speakers today



- **Ira Cohen**
 - **Vice President, Corporate and Business Development**
- Ira Cohen is responsible for building and overseeing WebLayers' worldwide business development strategy, including development of strategic relationships with ISVs, OEMs, distributors, resellers and other partners. Cohen brings extensive partner strategy and program execution experience to WebLayers. Earlier, Ira worked at Rohner Associates, Silicon Valley's most prestigious business development consulting firm, where he advised companies such as Sun Microsystems, SonicWALL and Nuance Communications on how to re-architect their business development to strategically grow revenue through partners.

Topics

- ▶ Market snapshot
- ▶ Five sales tips you need to know
- ▶ Leveraging your IBM relationship: Making the sale
- ▶ Sales resources and programs
- ▶ Business Partner perspective: WebLayers
- ▶ Q&A



Times are challenging...

- *Nations mood darkens as jobs vanish (AP, Jan. 2009)*
- *New Zealand enacts aggressive rate cuts (Bloomberg, Jan. 2009)*
- *India central bank lowers growth forecast (AFP, Jan. 2009)*
- *Italy gives okay to stimulus package (NASDAQ, Jan. 2009)*
- *Developed economies will be worst hit, but emerging regions not immune (Gartner)*

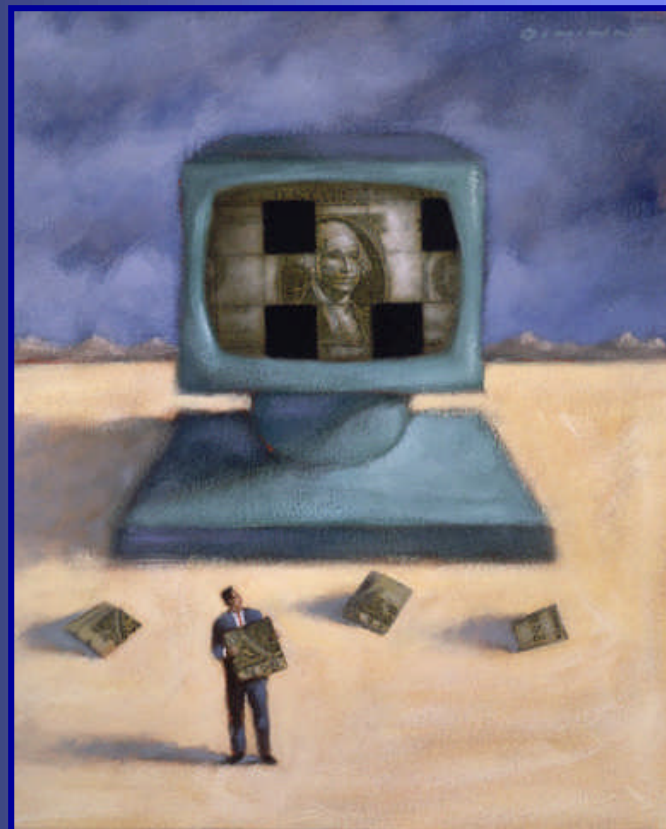
But there are still opportunities.

- *43% of CIOs to increase IT infrastructure outsourcing. Forrester*
- *Outsourcing continues to gain traction and budget dollars owing to its inherent value add proposition. Credit Suisse*
- *Clients will look for innovation via smaller projects with quick ROI. Credit Suisse*
- *Top CIO priorities are infrastructure (29%), security (18%) and ERP(12%). UBS*

The Bottom Line: Now is the time to *be smart* about how you close deals.

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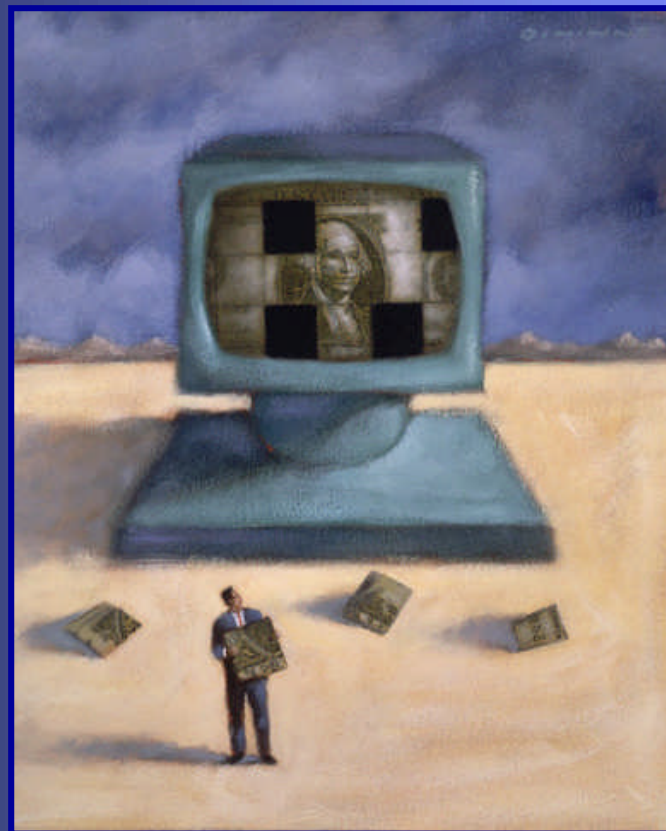
Five sales tips you need to know

- 1. Don't overlook your existing customers**
 - ▶ Look for ways to expand into that base with additional products and services
- 2. Focus on smaller projects with short-term ROI**
 - ▶ Clients are focusing on survival as well: Bring them solutions that will demonstrate value quickly
- 3. Learn more to earn more**
 - ▶ Network with successful people—learn how they do it
 - ▶ Spend time with experienced mentors—and don't be afraid to look beyond your industry or company
- 4. Use technology to accelerate your sales**
 - ▶ LinkedIn, Facebook, Twitter
- 5. Schedule personal time to think**



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Making the sale

► Leverage your IBM relationship

- Expand your reach
- Connect to the right IBM seller
- Build a track record of success
- Improve your bottom line

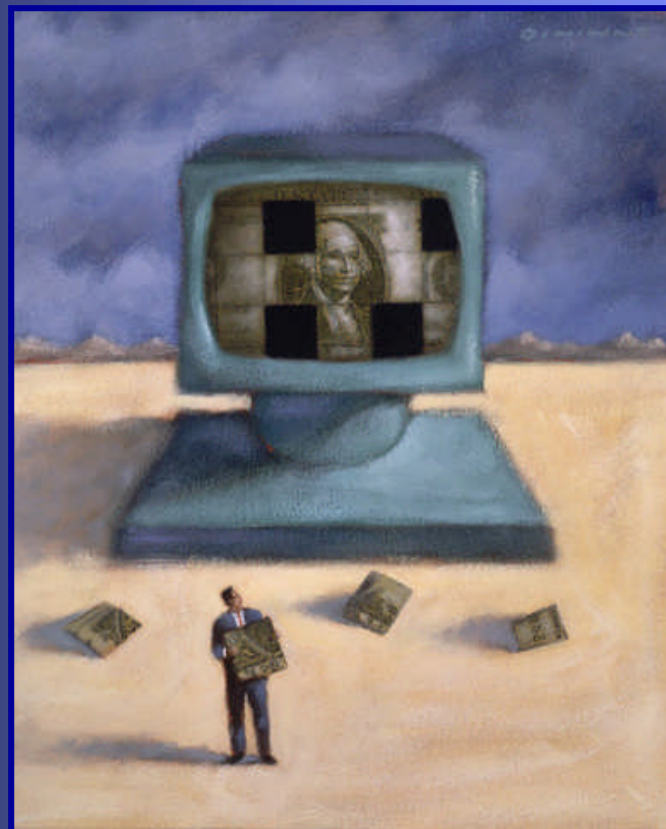


At a recent meeting of channel professionals, one of the biggest questions was, “How much can I gain by working with my partners when times are tough?” My opinion: **You can go far without much effort.**

Craig DeWolf, Channel Champion, December 2008

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Software Value Incentive (SVI)

Earn fees on software sales

Software Value Incentive



What it is: An incentive program that rewards you for the role you play and the value you bring for identifying and owning software opportunities

Why you need it: You get:

- Greater flexibility
- Enhanced profitability
- Increased ROI
- Greater simplification

Where to find it: https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_sip_svi_main.html
(You'll need your *PartnerWorld ID and password*)

Value Advantage Plus (VAP)

Earn financial rewards

Value Advantage Plus

What it is: A way for you to earn rebates when you sell a value-add solution containing IBM middleware

Why you need it: When you're accepted into the program with an "IBM endorsed" solution, you can:

- Grow your market share by adding value to the solution sale
- Improve your bottom line by earning VAP rebates on top of reseller discounts

Where to find it:

www.ibm.com/partnerworld/valueadvantageplus
(You'll need your *PartnerWorld ID and password*)



IBM Application Specific Licensing (ASL) Program

ASL/OEM Licensing Program

What it is: A new spin on OEM for ISVs that allows you to embed or bundle IBM middleware into your application

Why you need it: You get a way to provide your clients with a complete solution, and:

- You're the single point of contact for the client from sales through support
- Simple, worldwide contract reduces your paperwork
- Increased revenue/profitability through licenses and subscription & support

Where to find it: https://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_oem_main.html

(You'll need your PartnerWorld ID and password)



IBM Sales Connections

Close your deal fast

IBM Sales Connections



What it is: A way for you to get connected to the right IBM seller or Business Partner to close your deal fast

Why you need it: When you tell us about your opportunity, we'll link you to a contact that can leverage their existing relationships to close your deal faster.

- Close your deals more quickly
- Build a track record of success
- Access the global IBM field teams and the largest Business Partner network in the industry

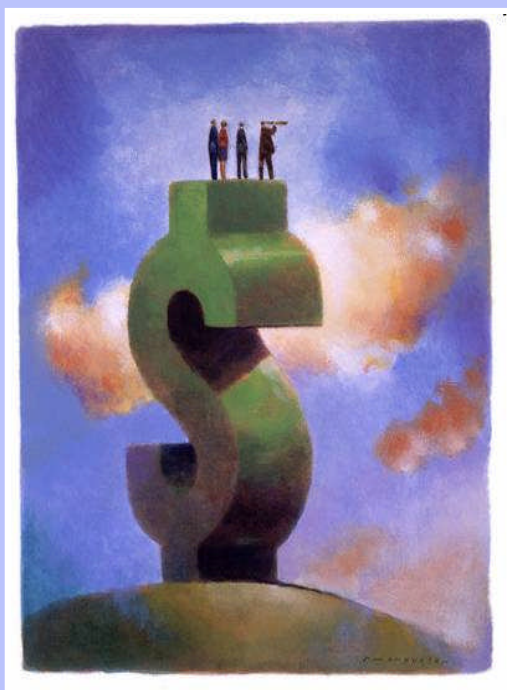
Where to find it:

http://www.ibm.com/partnerworld/isv/marketing/industrynetworks/benefits/sales_connections.html

IBM Innovation Centers

Serving the IT ecosystem

IBM Innovation Centers



What they are: Physical centers located around the globe designed to help you grow your business and reach more clients

Why you need them: With more than 40 locations around the globe, the experts at our centers can help you build solutions, solve real problems in real time, and grow cutting-edge skills. These globally networked centers mean growth opportunities, as you can work with local experts around the world to reach new markets.

Where to find them: ibm.com/partnerworld/iic

Sales Resource Managers

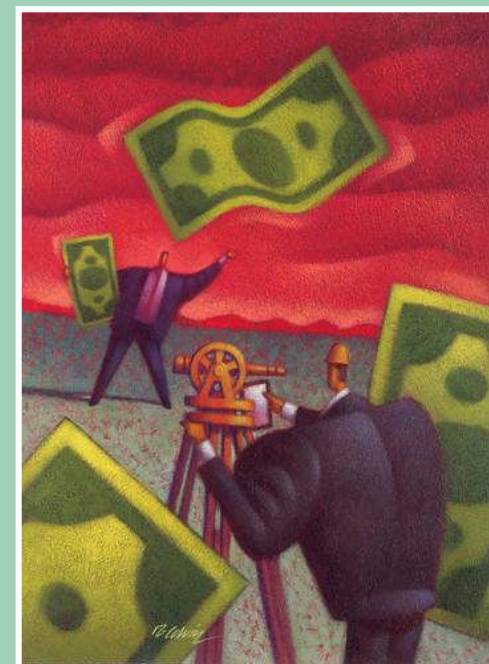
Help closing your deals

Sales Resource Managers

What they are: A sales resource available through your IBM Innovation Center

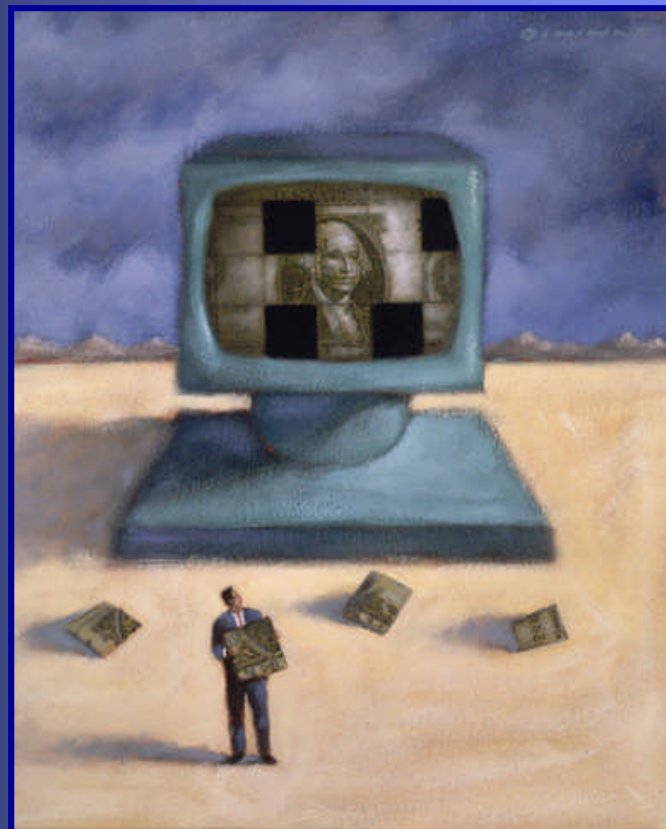
Why you need them: Your Sales Resource Manager can help guide you to the right resources within IBM to help you close your deals and improve your bottom line

Where to find it: Contact your local IBM Innovation Center



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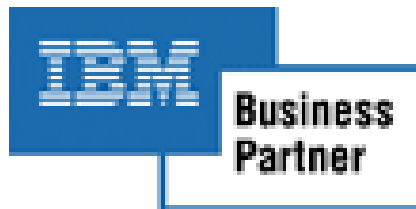




Closing Sales with IBM

WebLayers
Automated Governance
Accelerates SmartSOA
and
Achieves Economic Benefit

Ira Cohen
VP Business & Corporate Development



How Sales Connections Increases Sales

▶ Accelerate the Sales Process

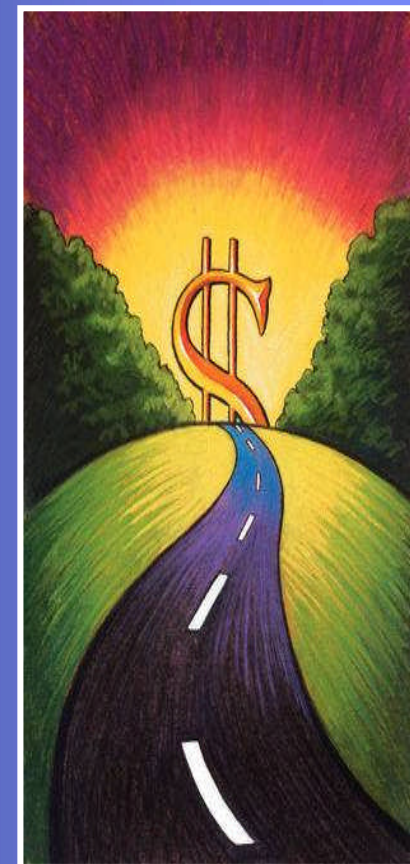
- Gain instant credibility with customers
- Leverage Sales Connections to get introduced to the IBM account team
- Strategize with IBM account team to increase sales opportunity
- Expanding into New Markets

▶ Revenue and Influence Credit

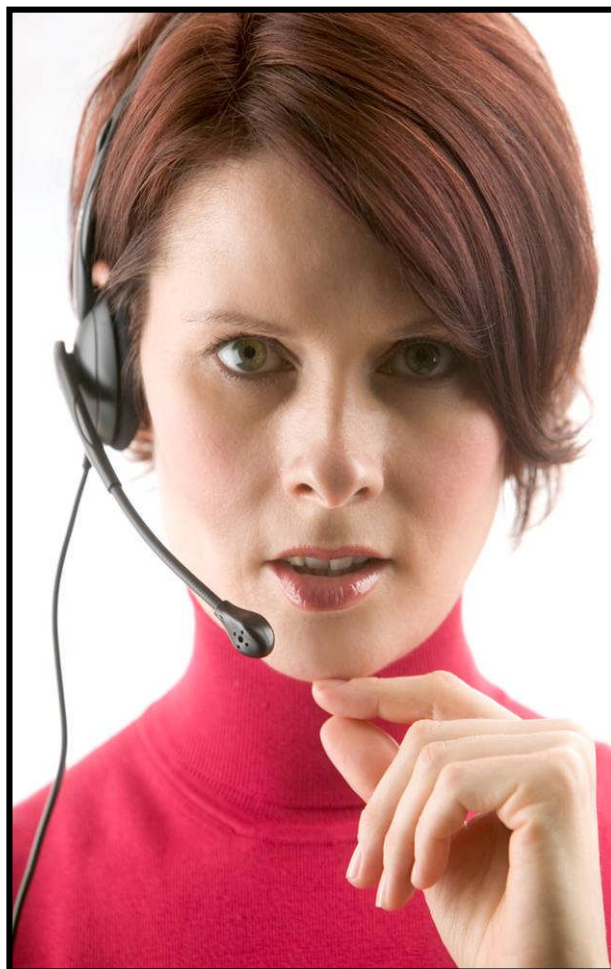
- IBM leverages Sales Connection to recognize which partners influence their business
 - Partner successes are captured in Sales Connections giving your company immediate exposure and credibility for all of IBM sales to see

▶ Generating visibility with IBM

- Marketing customer success to IBM Field Sales
 - Sales Connections will broadcast your successes which will lead to incremental opportunities



Ask the audience



Boost Your Budget webcast series

Sign up
today!

http://ibm.com/partnerworld/pwhome.nsf/weblook/eac_a_webcasts_boost.html

What they are: A series of webcasts focused on helping you navigate today's economic climate by leveraging your relationship with IBM

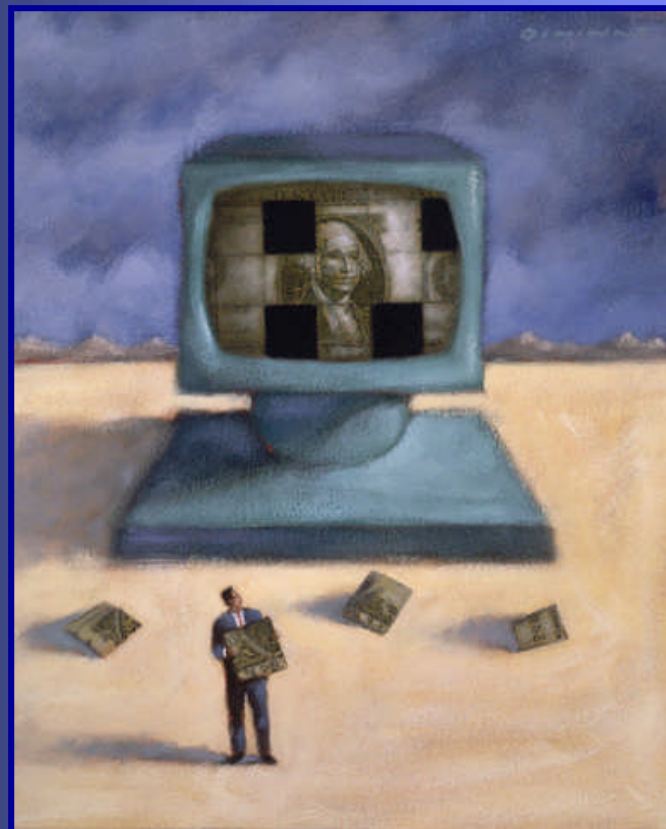
Why you should attend: You'll learn how to stretch your marketing dollar further, build an effective pipeline of sales leads and potential clients, how to technically enable quickly and cost effectively, and how you can close the sale in challenging times

In this series:

1. **Effective strategies for marketing in tough economic times** (*Jan 29 – recording now available*)
2. **Cost effective technical enablement tools you can use today** (*Mar 25 – recording now available*)
3. **Making the sale in tough economic times** (*May 21 – recording available soon*)
4. **Collaborating: Doing more with less** (*June 23, 11am ET*)

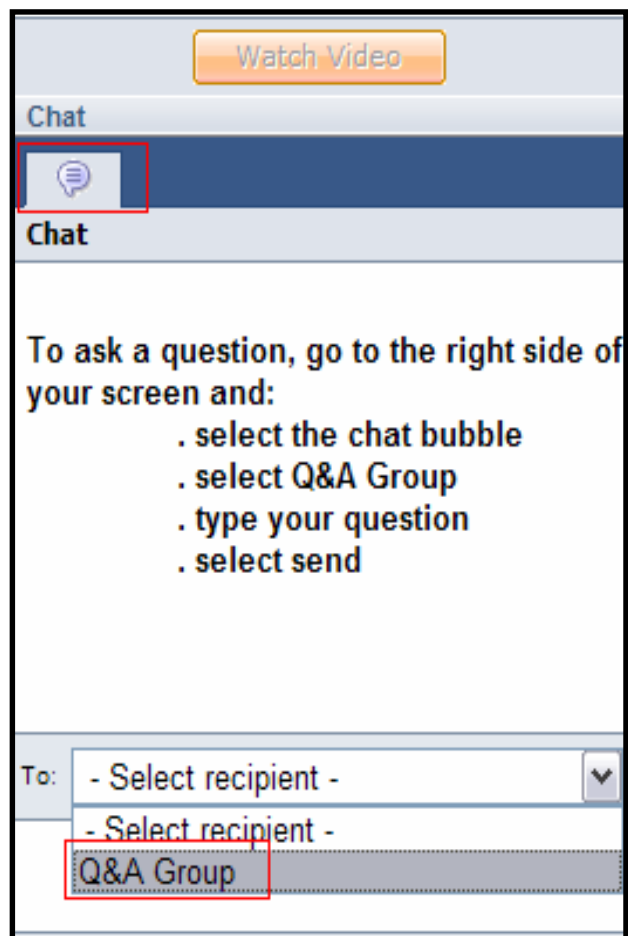


Topics



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Thank you!