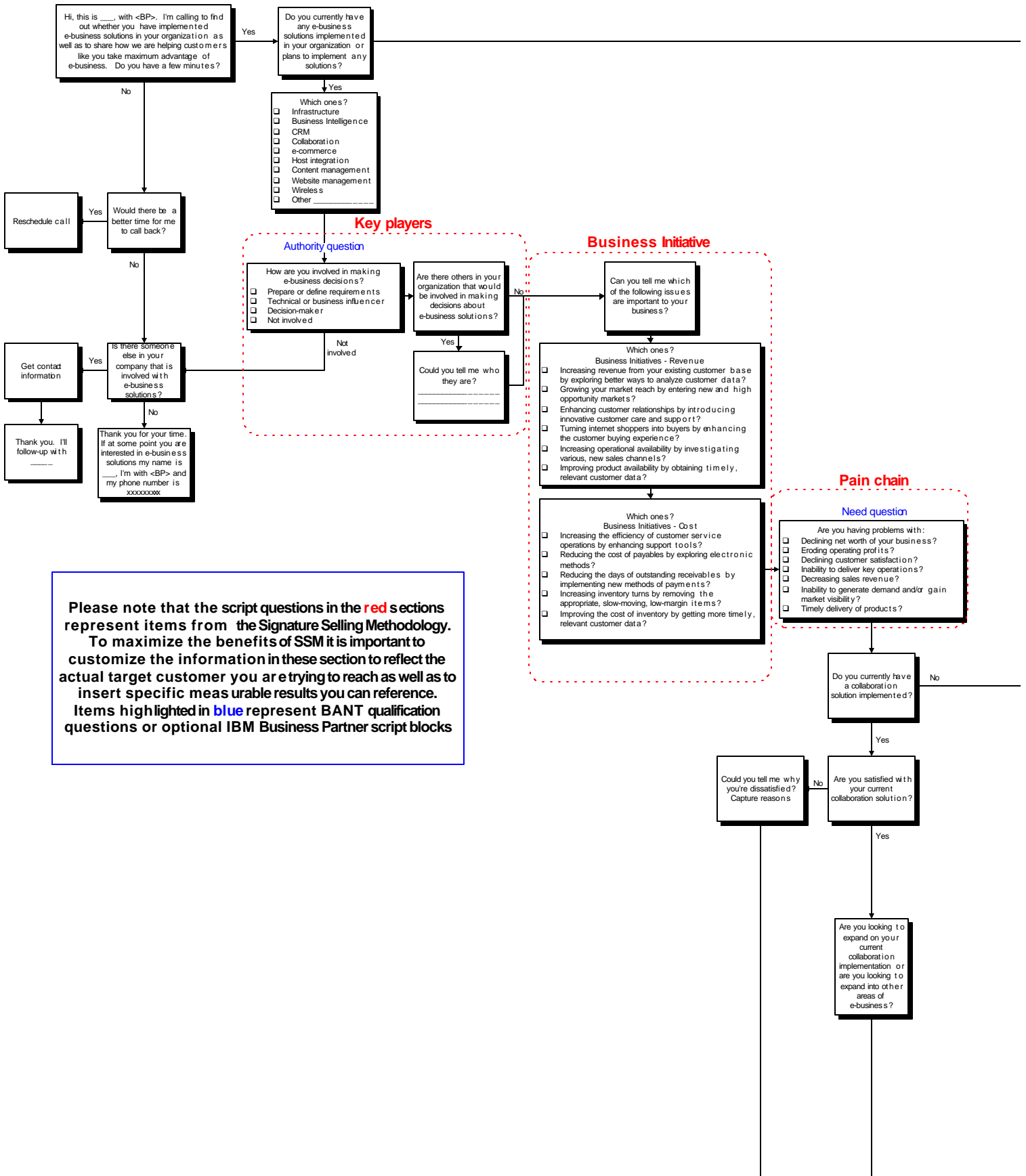


IBM Start Now Collaboration Solutions - telemarketing script



Please note that the script questions in the red sections represent items from the Signature Selling Methodology. To maximize the benefits of SSM it is important to customize the information in these section to reflect the actual target customer you are trying to reach as well as to insert specific measurable results you can reference. Items highlighted in blue represent BANT qualification questions or optional IBM Business Partner script blocks

