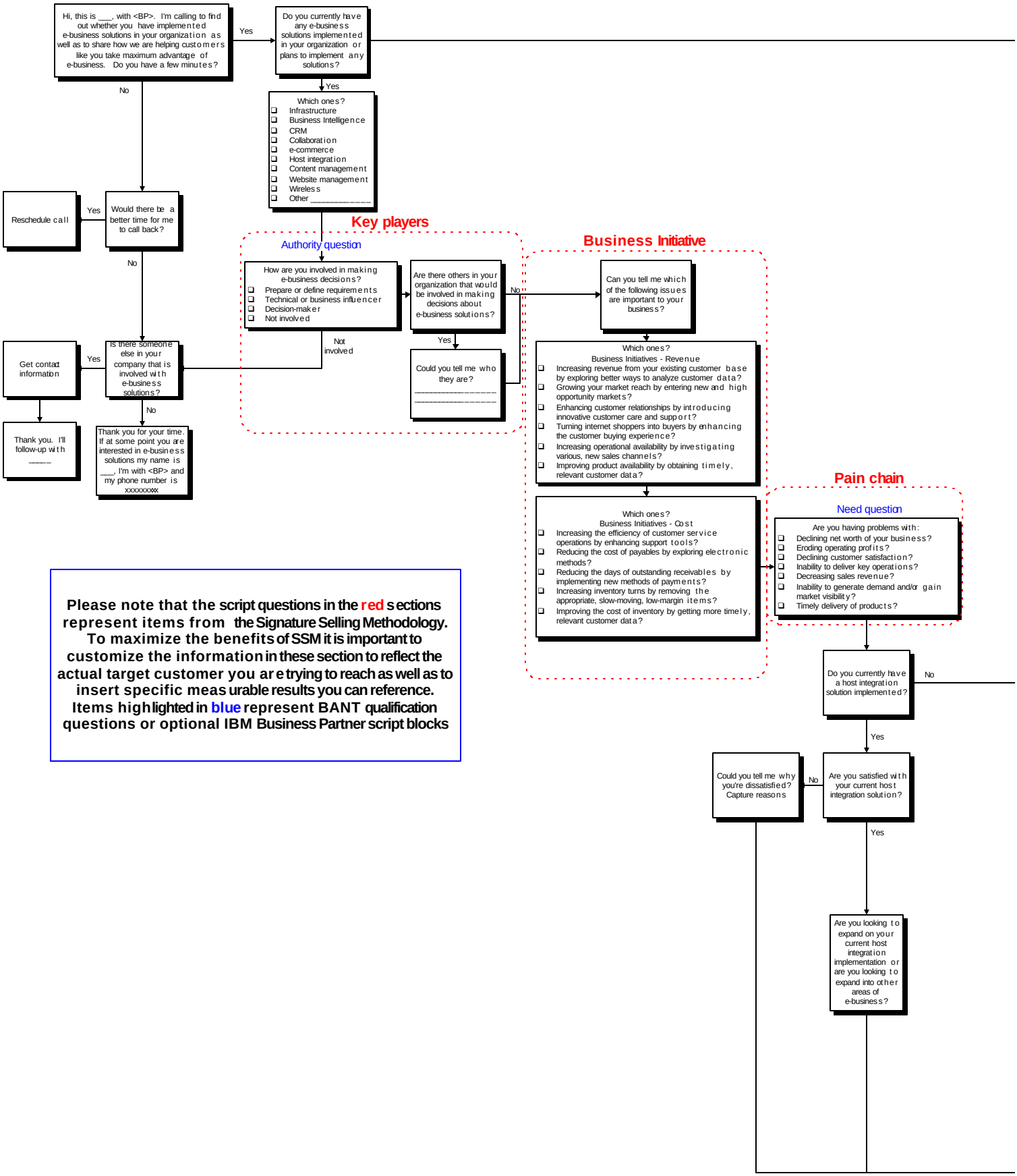
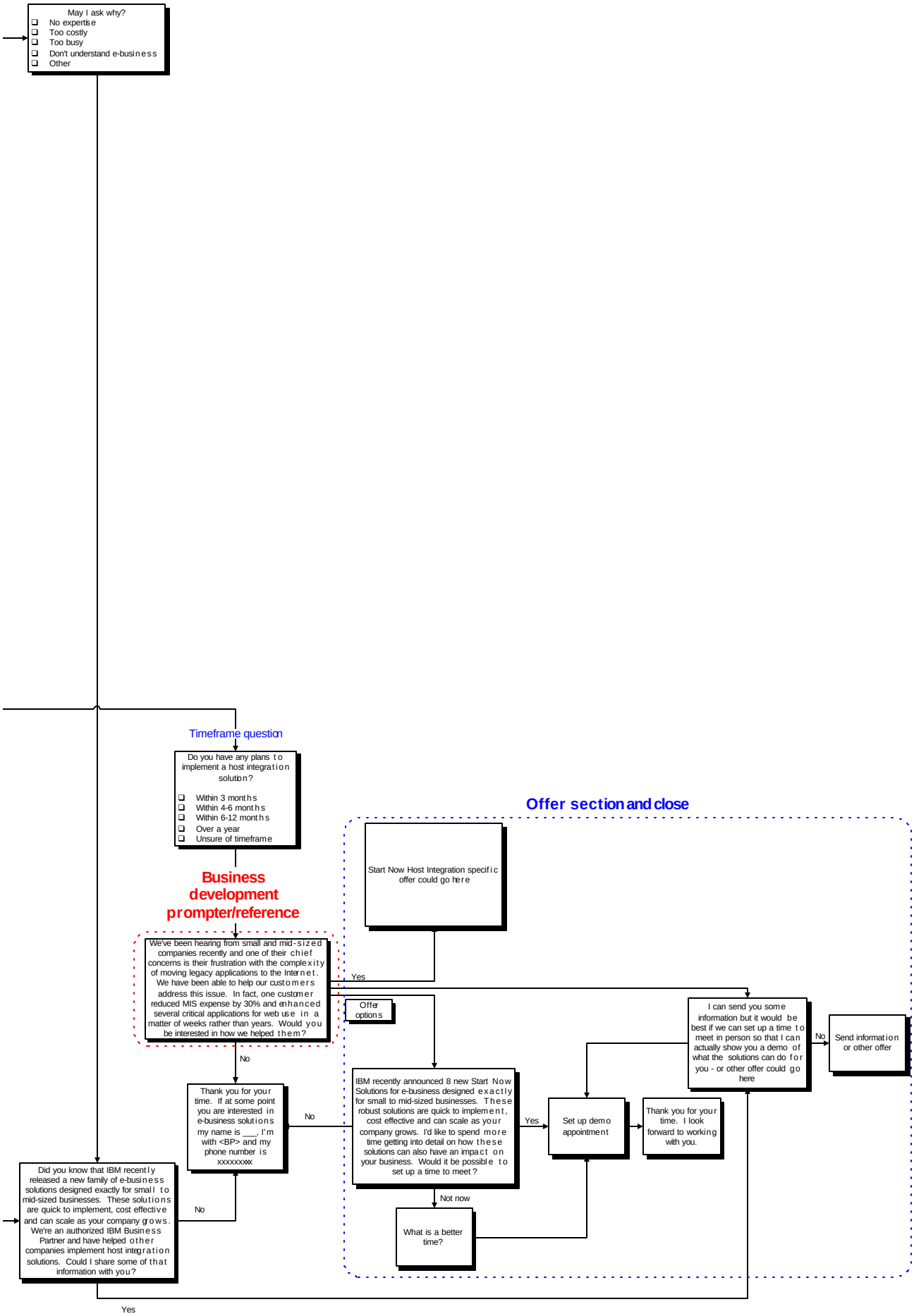


Please note that the script questions in the red sections represent items from the Signature Selling Methodology. To maximize the benefits of SSM it is important to customize the information in these section to reflect the actual target customer you are trying to reach as well as to insert specific measurable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


May I ask why?
No expertise
Too costly
Too busy
Don't understand e-business
Other
Timeframe question
Do you have any plans to implement a host integration solution?
Within 3 months
Within 4-6 months
Within 6-12 months
Over a year
Unsure of timeframe
Business development prompter/reference
We've been hearing from small and mid-sized companies recently and one of their chief concerns is their frustration with the complexity of moving legacy applications to the Internet. We have been able to help our customers address this issue. In fact, one customer reduced MIS expense by 30% and enhanced several critical applications for web use in a matter of weeks rather than years. Would you be interested in how we helped them?
Yes
No
Offer section and close
Start Now Host Integration specific offer could go here
Offer options
IBM recently announced 8 new Start Now Solutions for e-business designed exactly for small to mid-sized businesses. These robust solutions are quick to implement, cost effective and can scale as your company grows. I'd like to spend more time getting into detail on how these solutions can also have an impact on your business. Would it be possible to set up a time to meet?
Yes
Not now
What is a better time?
Set up demo appointment
Thank you for your time. I look forward to working with you.
I can send you some information but it would be best if we can set up a time to meet in person so that I can actually show you a demo of what the solutions can do for you - or other offer could go here
No
Send information or other offer
Thank you for your time. If at some point you are interested in e-business solutions my name is ___, I'm with <BP> and my phone number is xxxxxxxx
No
Did you know that IBM recently released a new family of e-business solutions designed exactly for small to mid-sized businesses. These solutions are quick to implement, cost effective and can scale as your company grows. We're an authorized IBM Business Partner and have helped other companies implement host integration solutions. Could I share some of that information with you?
No
Yes