Data Management
Business Partner Education

Bonnie Endicott
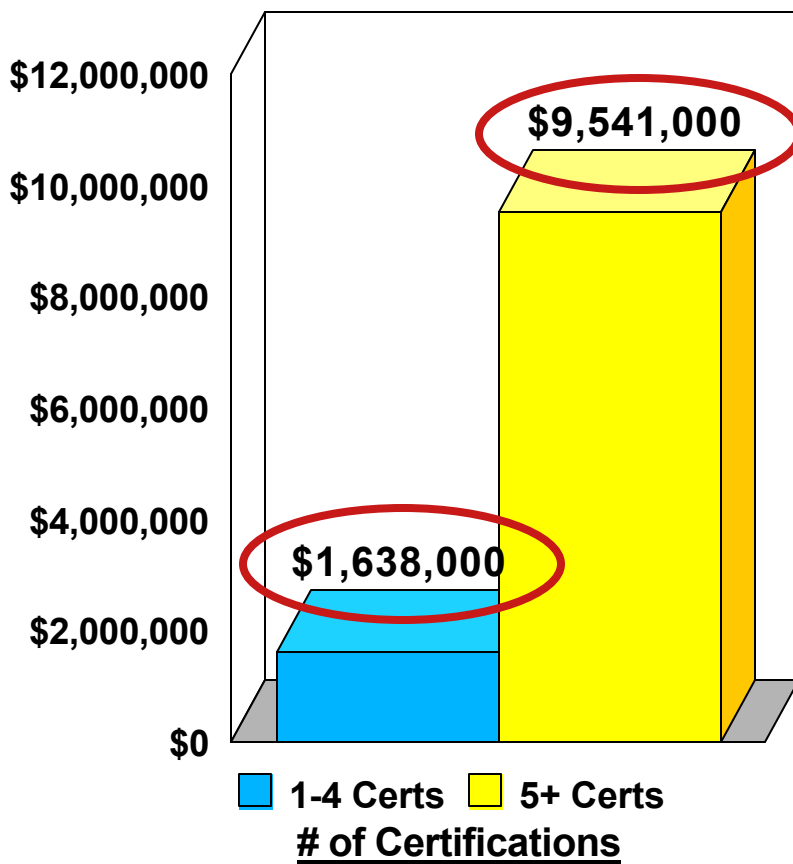PartnerWorld for Software Programs

Why obtain Power Brand Sales Skills?

- Provides you with the knowledge to leverage selling opportunities for Start Now solutions and the IBM Power Brands, including DB2, WebSphere, Lotus and Tivoli

- Helps you to increase your revenue opportunities by learning to sell multiple IBM Software Power Brand products

- Helps to build account profitability by improving selling skills with the use of the solution selling process
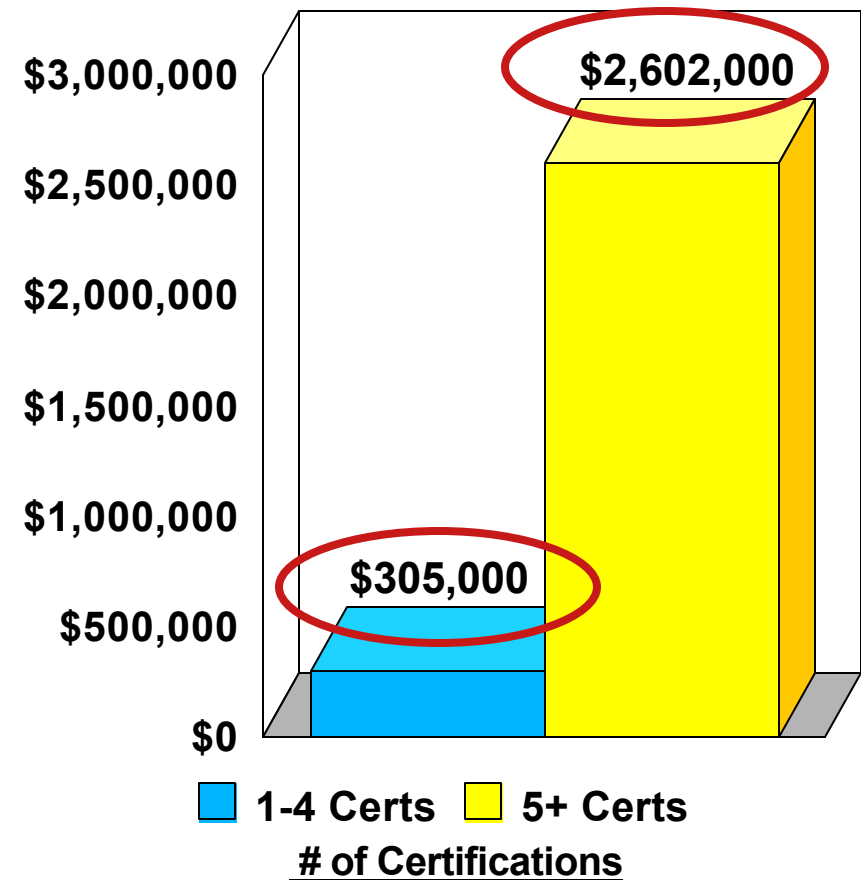
Revenue and Total Profits are Higher for Partners with More IBM Certifications

*Avg Partner Revenue by # of Certifications

$12,000,000

$10,000,000

$8,000,000

$6,000,000

$4,000,000

$2,000,000

$0

$9,541,000

$1,638,000

☐ 1-4 Certs ☐ 5+ Certs

# of Certifications

*Avg Partner Profits

$3,000,000

$2,500,000

$2,000,000

$1,500,000

$1,000,000

$500,000

$0

$2,602,000

$305,000

☐ 1-4 Certs ☐ 5+ Certs

# of Certifications

*Based on Partners' Customer Engagements Built on IBM MW

DM / CM Sales Education

- DM / CM 101
  - ▸ Level 3 training for strategy, product and competitive selling skills
  - ▸ Free, 1 day

- DM / CM 201
  - ▸ Level 4 product solution selling skills
  - ▸ Leads to sales skill - web assessment test, available ~May
  - ▸ 101 and SSM Prerequisites
  - ▸ Free, 2 days

| Product Sales 101 | → | Signature Selling Methodology

Business Partner Workshop | → | Product Solution Sales 201 | → | 201 Web Assessment Test |

DM / CM 101 Schedule

DM 101

■ Dallas	4/3
■ Chicago	4/17
■ NYC	4/23
■ Wash, DC	4/24
■ Philadelphia	5/7
■ Columbus	5/8
■ Minneapolis	5/9
■ Denver	5/21
■ Charlotte	5/22
■ LA	5/22
■ Orlando	5/23
■ San Ramon	5/23
■ Atlanta	5/28

CM 101

■ NYC	4/22
■ Dallas	4/30
■ Denver	5/1
■ Costa Mesa	5/2
■ San Ramon	5/3
■ Detroit	5/7
■ Raleigh	5/8
■ Kansas City	5/9
■ Miami	5/10
■ Philadelphia	5/14
■ Boston	5/15
■ Wash, DC	5/20
■ New Jersey	5/21

DM / CM 201 Schedule

DM 201

- Dallas   4/25-26
- Atlanta   5/29-30

CM 201

- Atlanta   5/16-17
- San Diego   6/20-21

What are My Next Steps?

- Plan to attend a DM or CM 101 workshop

- Attend the Signature Selling Methodology workshop offered via ILS (SSMBPUS1)

- Plan to attend a DM or CM 201 workshop

More information.........

www.ibm.com/partnerworld/software
Business Partner Zone > Education & Certification > Sales Education

Register Today !!

- These classes are available at no charge, but pre-registration is required to confirm seating.

- Space is limited, so please register early by sending an e-mail to salesed@us.ibm.com

- On the subject line, indicate the "Course name, date, location - Registration,"

- Include your name, title, company name, PartnerWorld for Software membership level (Member, Advanced, Premier) mailing address, e-mail address, phone and fax number.

- Location details will be provided with your registration confirmation