



Welcome to the

Cloud Coaching Call

We'll be getting started soon...

Cloud Coaching Call
September 11, 2020

New Market Dynamics Require New Approaches

Today's Agenda



- **S.A.L.E.**
Cameron Scott,
Cloud Sales Acceleration
Center Program Leader



- **IBM Communities**
Krista Summitt
Online Community Manager,
IBM Communities



- **Accelerator Launch Pad**
Jeff Ballard
IBM Cloud Partner Market
Development Lead





Modern sales enablement

Applied Sales Skill Development & Engagement to Drive Results

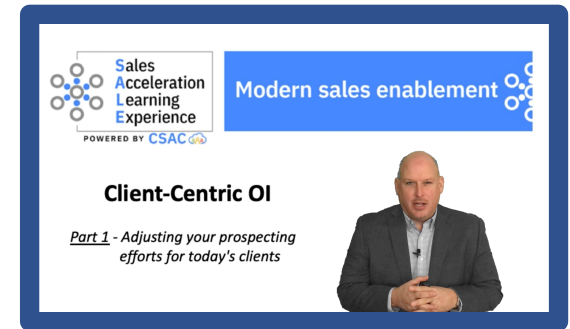


Cam Scott
SALE / CSAC Program Leader



What is SALE?

- Grounded in CSAC (Cloud Sales Acceleration Center) concepts & best practices.
- Applied, blended (self-paced & live role plays) professional selling skills program for all levels.
- Targeted at Cloud & Cognitive sellers, technical sellers and BPs **with active opportunities**
- **Phase 1 Modules** (currently offered)
 - Client-Centric Opportunity Identification (OI)
 - Compelling Reason to Act (CRA)
 - One Page Value Propositions
 - Call Planning & Effective Questioning
 - Deal Scorecards & Action Plans
- Future Courses → Negotiations, Financial Selling



ibm.biz/sale4you

SALE Modules – A Closer Look

Client-Centric OI

1. Adjusting your prospecting efforts for today's clients
2. Researching for Relevance
3. Developing Your First Touch
4. Identifying Your Targets
5. Delivering the Message

Exercises

- Prospecting Research
- Case Study First Touch
- Sales Navigator Saved Leads & Accounts
- **Active Opportunity First Touch Script***



Compelling Reason to Act

1. The CRA Foundation
2. Why? Business Drivers
3. Why IBM? Unique Differentiation
4. Why Now? Quantified Urgency to Act

Exercises

- **Develop Active Opportunity CRA***
- **Create 90 second CRA video pitch***

Deal Scorecards & Action Plans

- **Complete Active Opportunity Deal Scorecard & Win Plan***

Call Planning & Effective Questioning

- **Develop Call Plan for upcoming client meeting***



One Page Value Propositions

1. Best Practices incl. Financial Selling Fundamentals
2. Examples & Access to Templates

Exercises

- **Create Active Opportunity One Page Value Prop***
- **Schedule a meeting role play with SALE coach***



* These activated territory assets are required to be completed, submitted and reviewed for SALE “graduation”



IBM Cloud Accelerator

Launch Pad

Online Go to Market Onboarding Module

- Automates, streamlines partner GTM onboarding
- Visibility into partners' go to market progress
- Speeds partners' go to market cycle
- Shrinks sign-to-revenue timeline
- Integrates key IBM partner resources
 - PartnerWorld
 - Seismic
 - My Digital Marketing
 - Institute of Business Value
- Cloud Market Assessment
 - Prioritize partners based on 6 critical success factors
- Go to Market plan
- Incorporates Accelerator workshops
- Exits to GTM campaign
 - Joint with IBM
 - Partner driven DIY



On the Horizon



9/15 Engage Go to Market Workshop
Thriving in the Age of Disruption: You Can't Win if You Don't RRACE

9/17 Town Hall:
Managing COVID Chaos in IT

9/24 Silver Lining Solution Webinar:
IBM Cloud for Financial Services

10/2 Cloud Coaching Call:
TBD

Thank You!



For slides, material,s and a replay of today's session, make sure to visit the

[Accelerator Community Portal](#)

For any program, content or other IBM-related questions contact:



Jeff Ballard

Market Development Lead
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