



Promote your success resources

Accelerate your sales cycle by promoting your clients' successes



"The case study shows proof of our relationship with IBM and of the complexity of the solution we provided. It lends credibility to our claims—prospects can relate and know that if one client can experience such good results, then so can they."

—Maria Antonia Hernandez, marketing manager, GeneXus USA

Strengthen credibility with client references

Client references and case studies are some of the most effective marketing tools you can use. Prospective clients like to learn from the challenges your existing clients faced. They want to know how you helped resolve them and the value you delivered. In short, what other clients say about your solution can carry a lot of weight and positively influence your prospects' decision making.

IBM PartnerWorld® Industry Networks can help you increase sales and generate new leads by promoting your clients' successes.

Reach a worldwide IBM and Business Partner audience through the IBM Business Partner Client Reference Program

Generate new business opportunities by promoting your solution in the IBM worldwide client reference database, viewed more than 1,000 times a day by IBM sales representatives and Business Partners who are actively looking for solutions to solve their clients' business problems. It's a great way to showcase the value of your solution and how it integrates with the IBM infrastructure. IBM sales executives use client references to close sales and prospect for new business.



Speed your sales cycle and generate additional demand for solutions with the help of a published case study

Establish credibility and speed the sales cycle with key decision makers through a published case study—a high-quality marketing brochure that describes the successful implementation of your solution at a key client account. IBM will write and design a full-color, two-page case study brochure at no charge to you, and translate it into a language other than English at no additional charge. It's yours to use in sales calls, at trade shows and on your Web site, and is widely promoted through the ibm.com® Web site.

Simplify campaign creation with client success campaign resources (for Europe, the Middle East and Africa only)

Create your own high-quality client success brochure, using the IBM Campaign Designer™ tool, and include it in a direct mail and telemarketing campaign to generate leads. You can access customizable direct mail templates in multiple languages, as well as complimentary IBM prospect lists to help you identify and target potential clients. Telemarketing calls are conducted in the local language.

For more information

To explore PartnerWorld Industry Networks, visit:

ibm.com/partnerworld/industrynetworks

To learn more about resources to help promote your success, visit:

ibm.com/partnerworld/industrynetworks/sell.html

To view qualifications for the resources described in this brochure, click on the links to:

- *IBM Business Partner Client Reference Program*
- *Published case study*
- *Client success campaign*

Reach higher with a team you trust



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