



PERFORMAX Customer Solution:

IBM Latin America

NB: Each Solution is based on a customer engagement from which we report the situation to the best of our ability using customer quotes wherever possible

The Measureable Outcome from PERFORMAX's Engagement was....

"We grew more than 25% which allowed us to gain a couple of points in market share... we ended up with a very profitable organization as a result of a significant increase in productivity."

Carlos Fernandez, Manager Select Accounts, IBM de Chile

"In fact, I now see that this approach and program is laying bare many of IBM Corporation's key problems and more important, makes them relatively simple to fix."

Mauricio J. Castro, IBM Latin America HQ

The Situation at IBM LA

The IBM company overall was experiencing difficulties in meeting its growth targets and shareholder expectations.

When PERFORMAX engaged, the challenges of IBM LA's Large Account Force also included:

- ❑ IBM's overall situation was compounded by the geography and the adverse economies of several of the countries in LA.
- ❑ The sales force was very much of a mainframe mindset and was experiencing difficulties in changing from this.
- ❑ The sales force was losing to competitors who had aligned themselves with better solution providers.
- ❑ The sales force was very reactive and not expanding its contact base within its major accounts to sell departmental solutions.

PERFORMAX's Contribution

Brought in by the then Director of Large Account Marketing in IBM LA HQ, PERFORMAX provided the following:

- A 3 level, customized version of our ***Opportunity Management*** Program produced in Spanish and suitable to take to each country. The 3 levels were for:
 - The Executive Management Team
 - The Sales Managers
 - The Sales Forces, themselves.
- The Program Workshops ensured that each person in the Sales Force had a personal Plan of how to achieve their individual \$ Goals.
- They introduced a prototype ***Opportunity Tracking & Forecasting System*** that each country modified and adopted to varying degrees.
- They introduced each person and manager to our Focus on Controllables principle, which helped refocus everyone.
- Based on the success within Large Account Marketing, modified versions of the workshops were delivered to the Partners of IBM Chile, and the Mid Market Sales Team of IBM Venezuela.