



PERFORMAX Customer Solution:

IBM UK's Commercial Division

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 enjoyed a very successful 1994 business performance with significant revenue growth and 100% increase in profits."

Julian David, National Sales Manager, IBM UK's Commercial Division

The Situation at IBM UK

The IBM company overall was experiencing difficulties in meeting its growth targets and shareholder expectations. IBM UK was experiencing its share of the same difficulties.

PERFORMAX was engaged by our UK Associates, and found that the Commercial Division of IBM UK was one of its top performing business units.

However, their challenges included:

- ❑ The British economy had slowed considerably
- ❑ Many of their sales force was reactive and not creating enough new opportunities.
- ❑ Higher activity levels were needed to meet the new year's targets
- ❑ The sales force was losing to competitors who had aligned themselves with better solution providers.

PERFORMAX's Contribution

Brought in by the then National Sales Manager of IBM UK's Commercial Division, PERFORMAX provided the following:

- A 2 level, customized version of our ***Opportunity Management*** Program with Workshops , Tools & Processes for:
 - The Sales Management Team
 - 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.
 - Introduced a prototype *Opportunity Tracking & Forecasting System* that each country modified and adopted to varying degrees.
 - Introduced each person and manager to our Focus on Controllables principle, which helped refocus everyone onto the essentials of their jobs.