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March 14, 1994
CFC94098

Mr. Peter Michie
President
"For Managers Only" Inc.
Canada

Dear Peter:

I would like to share with you the outstanding results we achieved last year in the Selected Customer Set organization of IBM Chile.

In terms of revenue, we grew more than 25% which allowed us to gain a couple of points in market share and in terms of business measurements we ended with a very profitable organization as a result of a significant increase in productivity.

All of that happened in a very challenging year where we implemented a restructuring plan which introduced big changes and demanded a lot of effort in our organization.

I think that there are many reasons for this success, but I have no doubts that one of the key factor was the level of focus we put over the organization in the process of opportunity management.

I would like to share with you this success and thank you for your contribution in helping us to implement the methodologies, the process and mind change which allowed all the organization to be far more prepared to win.

Sincerely,

Carlos Fernández C.
Commercial Manager
Selected Accounts

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