



IBM Latin America

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Mr. Peter Michie, President  
"For Managers Only" Inc.  
30 St. Patrick Street, Suite 1000  
Toronto, Canada M5T3A3

Dear Peter:

RE: Opportunity Management for IBM Latin America

When I first retained you and your company to provide your Opportunity Management Program for my End User Marketing Program for IBM LA, I believed that it would provide a key component.

After deliveries in two countries, I now see Opportunity Management as the umbrella Management System & Process under which End User Marketing (and all other forms of Marketing) should fit.

More importantly, I have now seen how your implementation process flushes out vital:

- ...Management attitudes, blocks and issues (eg: discipline)
- ...Sales Staff attitudes, blocks and issues (eg: lack of focus)
- ...Gaps between Management & Sales Staff,

which must be addressed for End User Marketing (or any other form of Marketing) to succeed.

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.

In short, I feel that:

1. Your programs should be deployed through all the countries of IBM LA as soon as possible.
2. Your "tools" should be customized and adopted to provide a standard Management & Measurement System for IBM LA.

(This is outside of my jurisdiction, but I suspect that they should be implemented in many other parts of IBM too).

Peter, it has been a pleasure working with you, sometimes in very difficult and stressful circumstances; however, I believe that, as a team, "we are truly making a difference", and look forward to "converting" the rest of our countries with you.

Sincerely,

Mauricio J. Castro

MJC:mlz