



Dealer Distributor Case Study: Know Your IBM

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Business Mission: IBM wanted a cost-effective program to increase their worldwide channel partners' knowledge of their products and solutions, thus giving this independent sales force the tools and the motivation to increase sales and drive incremental revenue, profitability and market share.

Objectives:

- **Increase the number of education modules successfully completed by 50%;**
- **Increase revenue dollars by channel partners registered in the program by 25%;**
- **Increase the number of products sold by program participants by 25%**

Solution: The 2008 **Know Your IBM** program was made available to IBM Business Partners selling eligible IBM products and services in 104 countries. The targeted participants were predominantly male (80%), ranging in age from 25-48. To suit this high tech audience, the majority of program information was communicated online; however, key mailings were used to introduce the program and announce "sales sprint" contests. Only sales to end-users qualified. **Know Your IBM** participants utilized a reward and tracking Website and a sales registration Website. In addition to email blasts and the customized mailings, telemarketing was deployed to keep participants engaged.

Know Your IBM consisted of two parts: "Learn" and "Sell". Registered participants accessed Quick Learning Training Modules online. In some locations, the online learning opportunities were complimented with events called Roadshows. At the end of each module or following the Roadshow, participants accessed an online quiz to test their comprehension of the material covered. Those who successfully completed the quiz earned points that were redeemable, online, for travel and merchandise awards. Points were also earned for selling designated products and services.

In addition, based on their region, "Super-achievers" earned trips to Hayman Island, San Francisco, or Japan, offering top salespeople the opportunity to interact with fellow outstanding IBM channel partners and IBM executives.

According to Ryan Faithfull, IBM's global deployment manager for the program, "the logistics of such a program cannot be understated." Over 8,000 individuals (80% of the eligible audience) in 104 countries involving 13

languages participated and earned rewards. Mr. Faithfull credits the **Know Your IBM** program for driving revenue, building channel partner loyalty, and improving the efficiency and reach of “channel enablement programs and tools” while minimizing the need for costly face-to-face seminars.

Results:

- Program participants completed 175,656 training modules, a 143% increase over 2007!
- Revenue dollars increased by a staggering 39% over 2007.
- As a result of the 2009 **Know Your IBM** program, 268,033 of the targeted IBM products were sold, representing an increase of 44% over 2007.