

Learning and earning: TCD chalks up hardware sales to Know Your IBM



learning more about the products through Know Your IBM,” says Luigi De Meo, senior sales representative.

Know Your IBM is a global, permission-based interactive marketing and selling resource for Business Partners. It provides customized, on-line education modules focusing on product and solution areas where participating Business Partners are targeting greater growth. The education helps increase understanding and awareness of the key features and business benefits of IBM products, solutions and offerings. Incentives offered in conjunction with Know Your IBM are designed to motivate sales professionals to complete the education modules and reward for performance.

One area where TCD, primarily an IBM hardware reseller, sees an impressive increase in sales is in personal computers. Sales of the IBM ThinkPad® and ThinkCentre and, specifically, offerings that include Intel® Centrino™ mobile technology have steadily grown since sales professionals in the firm learned more about the technology and, says De Meo, “could do a better job of articulating the benefits to customers.”

Overview

- **IBM Business Partner:**
TCD SpA, an IBM hardware reseller based in Rome, Italy
- **PartnerWorld offering:**
Know Your IBM

Sales of IBM hardware are brisk at TCD SpA, an IBM Premier Business Partner in Rome, Italy. The secret to the firm’s success? Its sales force is better acquainted with the strengths of IBM’s product line as a result of IBM PartnerWorld’s Know Your IBM offering.

“We have seen our sales of IBM products increase as our sales force has become actively engaged in

This, though, is just one example of many areas where the firm is seeing strength. Sales of IBM hardware, including personal computers, servers and storage systems are up 20 percent since the firm launched KYI. De Meo credits KYI and the competitive advantage it is helping to create. "Knowledge is very important and KYI makes it easier for us to acquire knowledge that can be shared with our clients," he says.

The self-paced, self-directed format of KYI makes it simpler for sales professionals to gain desired product knowledge and to learn selling points that resonate among key audiences. In the case of TCD, this means among small and medium-sized businesses, which is a high-growth area for the Firm.

"We need to know a lot about many different products and solutions because the requirements among SMBs can be very broad," says De Meo. "KYI makes it simpler to identify and absorb what we need to know in order to address our customers' requirements."

TCD's clients not only include small and medium businesses across Italy, but also enterprises throughout the country. The firm is an affiliate of Infordata, a leading distributor of IBM hardware and software in Europe and also an IBM Business Partner.

Through KYI, TCD can reduce its investment in learning, since KYI curriculum is developed by IBM, offered in the participating firm's language and is imparted in quick-learn modules that can be completed rapidly. Sales professionals don't need to invest a lot of time in course work.

"Ours is a very competitive market, so anything we can do to differentiate our firm is positive. Education through KYI help us do that and, more importantly, lets do a better job of helping our clients."

To learn more about TCD visit <http://www.infordata.net>.

Learn more about Know Your IBM and whether your firm is eligible to participate by visiting ibm.com/partnerworld.



© Copyright IBM Corporation 2004

IBM Corporation
1133 Westchester Avenue
White Plains, NY 10604

08-04
All Rights Reserved

IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Intel, Centrino (logos) are trademarks of Intel Corporation in the United States, other countries, or both.

Other company product and service names may be trademarked or service marks of others.