

# One-on-One

**with ICM Computer Group**

An IBM Premier Business Partner

## ICM Computer Group stays in the know with KYI

*Editor's note: Embracing IT solutions and support, and business continuity as its core competencies, ICM Computer Group continues to grow its sales of IBM hardware, software and services at an impressive rate. As the company expands into new markets, ICM sales teams are more challenged than ever to stay current on an ever-widening array of products and services. Many salespeople in the firm are turning to IBM PartnerWorld's Know Your IBM (KYI) program to "cast a wider net with IBM products and services," says ICM Major Account Manager Peter McNulty.*

*KYI is a Web-based sales incentives program. Concise, on-line education modules help IBM Business Partners better understand the unique features, key selling points and customer benefits of specific IBM products, solutions and offerings. KYI offers*

*incentives to motivate and reward selling performance among sales people who complete the modules of their choice. In this interview, McNulty talks about KYI and how getting to know more about IBM products and services is increasing his sales.*

### **You are a committed Know Your IBM user. Why did you begin using KYI?**

ICM teams with IBM in the truest sense of the word. We work closely with IBM sales teams and we take advantage of the programs designed to help us sell more. KYI is a great example of a program that really helps us sell IBM products and services. Like IBM, we offer a broad

range of products and services that change frequently. Understanding all of them and how they fit together, and knowing what's best for your clients can be challenging. KYI helps you stay on top of what's new and learn about products you might not have experience selling. It broadens your horizons.

### **How does KYI help you sell more IBM products and services?**

Essentially, the more products and services I know about, the more I can sell. KYI makes it simple and painless to learn more and stay up with product improvements and new offerings. As I improve my product

*No other vendor offers a comparable program. And, from my point of view as a salesperson, it really shows that IBM is interested in growing its relationship with partners and wants to give us what we need to sell.*



knowledge and my comfort level increases, IBM becomes more top-of-mind. Ultimately, this leads to more sales.

I would add that KYI does a very good job of making it easy to learn about IBM technology. Without a great deal of time invested, I can learn about individual components in a solution or get a broad-brush view of how components fit together. I can then speak more informatively to my clients.

### **KYI rewards you for sales that can be linked to education delivered through the program. To what extent does this motivate you to lead with IBM?**

The incentives are a real motivator for me and for my colleagues. But the real satisfaction comes from delivering what you know to be the best solution for your client. And when that's IBM, it's all the better. Having said that, one of the first things I'll do when I begin talking with a new client is look at how I can meet their business requirements with IBM. I have always had respect for IBM technology and that respect has grown through KYI.

### **ICM sells products and services provided by other vendors, too. How does KYI stack up against their learning initiatives?**

KYI is unique. No other vendor offers a comparable program. And, from my point of view as a salesperson, it really shows that IBM is interested in growing its relationship with partners

and wants to give us what we need to sell.

### **You mentioned that KYI is helping you to "broaden your horizons." What's an example of this?**

I am looking to break into the IBM System p market. Several of my colleagues are already successful at selling System p and that's made me sit up and take notice. I'm keen to go through these modules.

### **Would you say that KYI helps you deliver more innovative solutions?**

Yes, it does, indirectly. Innovation is an outgrowth of understanding the client's business and knowing what technologies can help them meet their objectives. So, if I can better understand IBM products through KYI then I am better equipped to deliver an IBM solution that can inspire innovation and can free them to do something differently.

### **Talk about the time you invest in KYI learning. How is it different from more traditional-style courses?**

KYI lets you learn at your own pace, in your own time, and where you choose. You're not required to schedule time away from the office to sit in a classroom. I'm not watching presentations with a trainer trying to pour as much as possible into me in the shortest amount of time. I can decide when I want to start and complete a module, and I can do it in the comfort of my own office. I can also go back and reread a module to brush up on products and services if I need a refresher.

### **How does KYI assist you in better addressing client requirements?**

KYI has increased my level of knowledge about the IBM product line and what it can do for my clients. It has helped me articulate the strengths of a solution I may be recommending. It helps me understand the potential benefits to them and to communicate this to them in understandable concepts. I'm not throwing 'speeds and feeds' at them, but, rather, I'm helping them see the solution in the context of their own business. Anybody can pick up a product book, leaf through it and feed that information back to their client. But, to actually understand the technology behind it, well, that's what you get from KYI.

To learn more about KYI, visit [ibm.com/partnerworld/knowyouribm](http://ibm.com/partnerworld/knowyouribm). [Click here](#) to learn more about ICM Computer Group.



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White Plains, New York 10604

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