

A guide to working smart, looking good and living large while hitting your numbers.

BigTime CONNECTIONS

SAGA
free your information for you

IBM
Business Partner

Big Iron + Big Time Connections =

BIG MONEY

Partnership. Collaboration.

Mutual exchange and enhanced profitability potential, right? Yeah, yeah. Sure, sure. Heard it all before, you say? Well, fact is that SAGA SOFTWARE™ (SAGA™) and IBM® do share all the critical components that make this premier affiliation an unparalleled opportunity. True best-of-breed technology. Huge blue chip client base. Proven enterprise-wide solutions.

Here's the kicker: last year SAGA products supported more than \$500 million in revenue for IBM! Now with a unified effort, imagine the kind of dough we can pull in. So let's pool our resources and crank up this enterprise-level profit engine to deliver superior customer solutions and generate some serious profit.

figure 1.1



sag'-uh

here's the deal.

You already know IBM and SAGA have been your go-to solutions partners long before "solutions" or even triple half-caff iced lattes were all the rage. Now just put these two blue chip players to work and you'll have clients eating out of your hand. We call it Big Time Connections.

Like you're tight with the big boys. In the know. Bada-boom. Bada-bing. And tomorrow you're puttin' that second comma in your salary as you jet off to Rio. So check out your "pros-only" Sales Guide here for some not-so-serious sales tips, have yourself a good laugh and watch for more cool stuff to come from **SAGA and IBM—your Big Time Connection for enterprise sales success.**

figure 1.2



part'-nur



(fig tc.1) **The Lucky Strike.**
To see more moves of this caliber, refer to section 3
walking the walk.

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enterprise sales

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the evolution of enterprise sales



Cave Man

- Mungo have two rocks what make fire
- Mungo license friends Ug, Og and Ig to resell fire rocks; channel model hatched
- Mungo discover wheel; distribute fire rocks regionally; earning many clams in margin
- Mungo retire with woman to 5-bedroom cave in suburbs



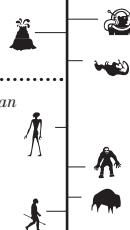
Door-to-Door Man

- Mr. Fuller uses personal, door-to-door selling to market his line of brushes
- Mr. Fuller recruits thousands to sell the brushes; making him a household name
- Mr. Fuller's sales model is adopted by Mary Kaye Smith, Avon Jones and Chuck Grolier
- Sales and Marketing experience Great Schism, ever dividing the two camps; Fuller ruined by the Krishnas



Copier Man

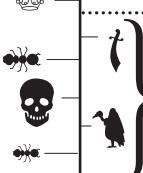
- Skip, our high-volume go-getter brings his technical background to the rapidly-growing office machine category
- Skip not only sells, but advises his prospects and is seen as a "value-add" business partner
- As the digital revolution picks up speed, Skip gets his Federal I.D. number, becomes a Dealer
- Skip creates his own white box PC line and diversifies his offerings; preaches the network model and never looks back



- Thaddeus hath lyric poetry for wooing of lovers
- Thaddeus recruiteth local bards, seedeth test sonnets; ye awareness of Thaddeus Lyric Poems, Inc., doth grow 342%
- Thaddeus teameth with manufacturer of indulgences and co-marketeth wares during Crusades rush of late 1100s

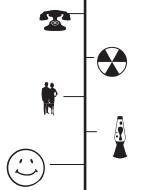


Middle-Ages Man



sales recession due to plagues, pestilence and famine

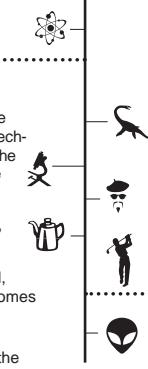
- Sales falls from grace with nationwide rise of non-dealer start-ups like Lenny selling fine, fine classy chassis; including the '67 Grand Torino®
- Lenny, along with friends Spike and the Bobster, make cheesy mustarde, bad plaid pants industry-standard threads
- Cheap late-night TV ad rates raise awareness of Lenny's empire
- Millions of Americans snowed into believing they have a "friend" in the car business



Used Car Man



- Michael (that's Michael, not Mike, pal) takes cell-phone and Business Degree in hand then hits the mean streets



- Like a tech-savvy Jerry McGuire, Michael has clients begging him to **"Show me the Enterprise, baby!"**
- Michael ruthlessly has prospects signing on the dotted line, licensing seats and **"doing something memorable here"**
- After perfecting his short game, Michael cashes in and rides his golden parachute off into the sunset



Enterprise Man

words that can overpower, amaze and win over your customer!

or, how to talk the talk

This section contains several of today's trendiest buzzwords. Deployed with smooth, seamless style, they can help you push your enterprise-ready client's hot button. Be sure to study this section carefully so you can talk the talk that separates you, the best, from all the rest. Skillfully mastered, these tools can unleash the SAGA/IBM solutions income generator.

***"No pressure
here, Pat. I feel
your pain."***



***"Let's cut to
the chase,
I have 5 more
calls to make
before noon."***

Remember! Talking out of both sides of your mouth is an advanced technique, covered in another reference. Pace yourself by using only one to three new words or phrases per day.

In the last 4 years, SAGA technology has supported almost \$1 billion in IBM revenue.

blue•chip 1. High profile, big money, viable (as in enterprise customer category shared by IBM and SAGA). 2. A nouveau nacho served during El Charro® happy hour (great with Thai peanut and curry salsa).

ciao 1. A foolish parting greeting usually intended to lend the speaker an international air. 2. To eat, throw down or pig out; as at free seminar buffets or client-initiated lunches.

direct 1. Forthright and to the point. 2. Something your prospects never are when revealing their IT budget for the project you're bidding.

e•business 1. Conducting any kind of business via an electronic channel such as the Internet. 2. Extreme business; practiced by loud, obnoxious, pierced 20-somethings and soon to be propagated on MTV®.

enterprise 1. The USS NCC-1701. 2. Another word for SAGA/IBM mainframe solutions. 3. A sketchy little cottage business often masterminded by frustrated engineers.

ERP 1. Enterprise Resource Planning. 2. The sound of beer-drinking satisfaction. 3. Entirely Ridiculous Process in which IT managers try to prevent the inevitable by purchasing the unreliable from the often unscrupulous.

glazed•doughnut 1. A fried, sugary non-food dietary substitute. 2. A sales prospect who has been rendered powerless by a skillfully delivered sales pitch, as defined in the SAGA/IBM Big Time Connections model.

middleware 1. Software designed to enable enterprise level data exchange. 2. Another SAGA innovation. 3. Ralph Lauren's stylish, overpriced new line of "R.L. doesn't like to refer to them as belts" leather trouser support accessories.

migration 1. A group movement to or away from a standard. 2. The abandonment of existing, comfortable, familiar technology for flashier technology that may well be more difficult to maintain and secure.

mindshare 1. The misguided notion of ownership over the preferences, attitude or loyalty of another's thoughts or intentions. 2. As opposed to marketshare, when a colleague says "I'm building mindshare," it really means he hasn't sold squat.

network 1. The total amount of work one can claim in a given time period, often directly correlated to "net worth." 2. Part of the mission-critical skillset leveraged by today's leading enterprise level fishermen.

paradigm 1. An example that serves as a pattern or model (see also SAGA/IBM Business Partnership). 2. Loose change in your pocket insufficient even to make a local call these days.

If you think you can do a thing, or you think you can't do a thing; you're right. – Henry Ford

plug•and•play 1. Your children's money generation scheme. i.e. "Let's go plug Dad for a \$20 and go play." 2. A feature of many technology products, with the exception of your VCR.

power•user 1. A greatly-enhanced enterprise kid (GEEK) who knows all the tricks to any system. 2. Your mother-in-law.

robust 1. Full-bodied and slightly woody, with just a few gentle earthy overtones (like a nice Cabernet Sauvignon). 2. Swarthy or thick-necked galoots like loggers and long shoremen.

ROI 1. Return On Investment—a comparative ratio of how little one had to pay and how much one got back from a good or service (col.). 2. "Really, hOnest Injun"; as in the validating phrase "Really, hOnest Injun, that's the best I can do on the price."

scalability 1. The potential of something to be accurately weighed, as in "After the holidays, my scalability was marginal at best." 2. Key selling point of all SAGA/IBM enterprise solutions.

supply•chain 1. Kind of like the food chain because everything is tied together.

zero•client•footprint 1. What you have when a dicey enterprise migration goes well and your client doesn't come looking to kick your tail.



the pitch

Openers

Openers help set the tone for your dialogue. Never be ashamed to open up with such proven phrases as, “Since I like ya...” or “Now I don’t do this for everybody...” or build empathy with “We’re both professionals here...” or “I couldn’t agree with you more.”

Closers

Try to end all your sentences with a term of endearment like “pal,” “buddy” or “my friend.”

Try this one on for size:

“We both have families to feed here, so whatdaya say we license those enterprise-wide seats for \$2000 a piece...and since you and me are birds of a feather, I’ll even throw in 3 months of premier level training. Do we have a deal here or what, pal?”

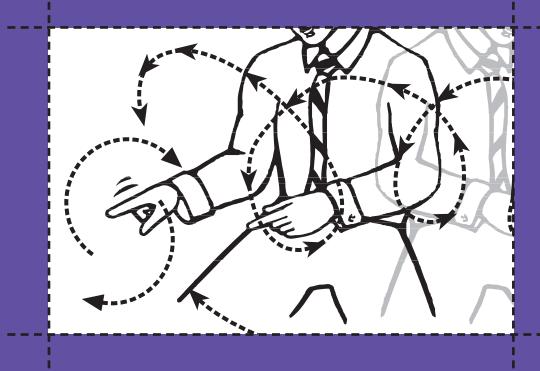
With a solid opener and a snappy closer you can package your pitch in easy to swallow “Sales Sandwiches.” Bon appetit, baby!

the ins and outs of your personal selling style

or, how to walk the walk

Talking smack is only half the game. In order to come off like a Big Time connected “player,” you have to look the part. This handy section of your guide will help you master all the style points you’ll need in today’s ultra-competitive pressure cooker sales environment.

Bone up and go get ‘em, hot shot!



A bargain is anything your customer believes you're losing money on.

the basics

Your body language speaks volumes about the kind of enterprise-level, solutions-driven, value-add player you really are.

Let's start with the basics.

(fig. 3.1) exercises to improve your "shooter" finger, exploded view

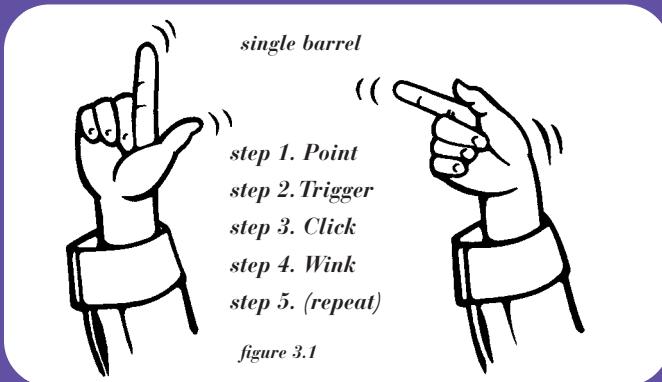


figure 3.1

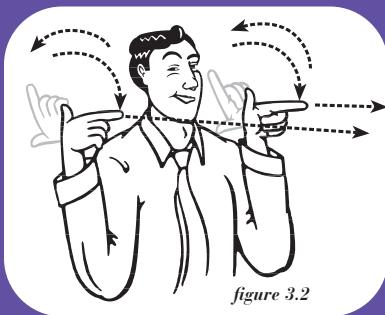


figure 3.2

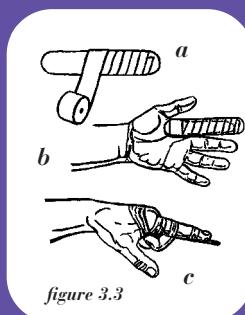


figure 3.3

(fig. 3.2) the intermediate Double Barrel

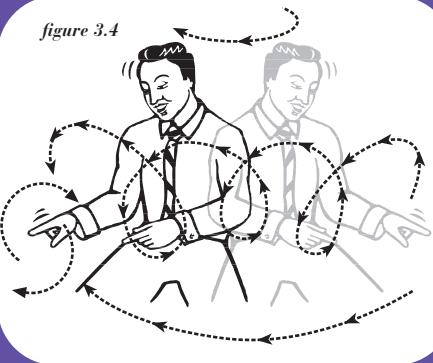
(fig. 3.3) putting a splint on your smoking gun

FIRST AID TIP! Before starting any exercise program, consult your physician. Discontinue exercise if you experience weakness, fatigue, shortness of breath or a sudden reduction in qualified leads.

It is estimated that IBM benefits 2.5 dollars for every dollar in new SAGA license revenue.

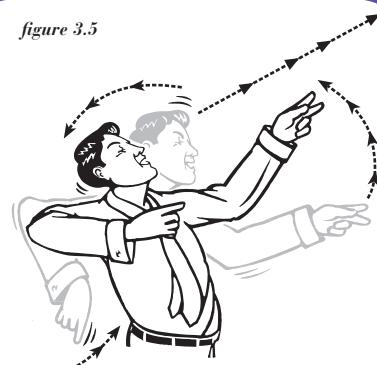
advanced moves

figure 3.4



(fig. 3.4) **The Elvis.** Whoa! The King has entered the building. Any music-loving client will be impressed by this one. Forget gold record enterprise sales volume, we're talkin' double platinum.

figure 3.5



(fig. 3.5) **The Archer.** A perfect celebration move for use when you've just hit your target! Shoot for the moon, baby!

DON'T QUIT! Having a tough time? Just remember that you are going to have good days and bad days due to a number of factors out of your control. Consistency is the key, Tiger!

advanced moves (cont.)

(fig. 3.6) **The Twist.** Closely related to The Elvis. When you're gettin' down to some serious System/390-level business and movin' some units, this classic will come in handy.



figure 3.6



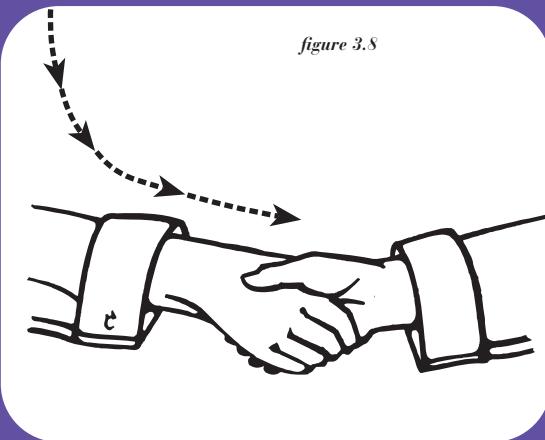
(fig. 3.7) **The Pump.** As seen on TV! A favorite with professional quarterbacks and other overpaid athletes when they score big.

ARE YOU STRETCHING? Most injuries occur due to improper warmup or lack of stretching. Take the extra time, Sport-O. You don't want to end up on the sidelines of the Enterprise Bowl.

handshakes

or how to master a solid “web-to-web” interface

figure 3.8



The classic. A firm, full-handed grip, a steady squeeze, and a definite but understated downward snap (but no up and down pumping unless you are contemplating a karate move), followed at once by a decisive release.

CAUTION: Overzealous handshakes can have an adverse reaction on your profit.

handshakes advanced

figure 3.9



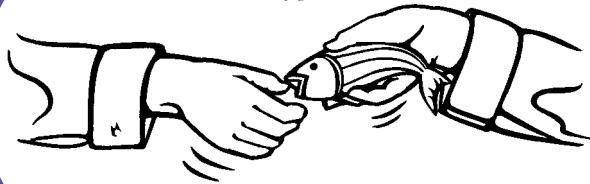
(fig. 3.9) **The Lumberjack.** Only try this with rugged, robust clients who enable you to "cut" big, hearty deals.

(fig. 3.10) **The Bone Crusher.** To better mark your territory and give your shakemate the impression you're tougher than they are, pull this power move and watch 'em squirm!

figure 3.10



figure 3.11



(fig. 3.11) **The Limp Fish.** WARNING! This half-hearted move, although shown here for reference, is NOT recommended at any time to bolster your SAGA/IBM sales!

He who knows when he can fight and when he cannot will be victorious. – Sun Tzu, *The Art of War*

handshakes advanced (cont.)

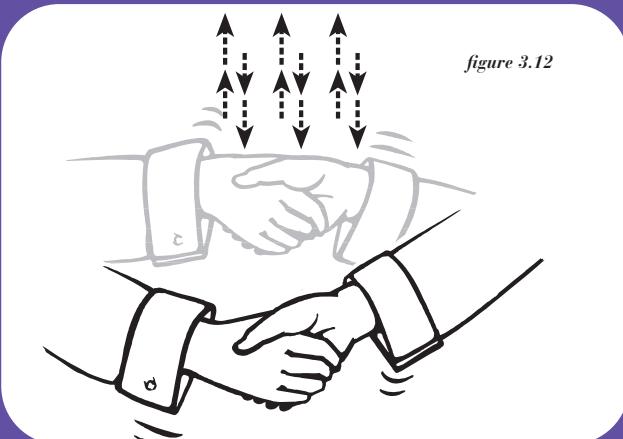


figure 3.12

(fig. 3.12) **The Politician.** As noted above, start with The Classic then add a vigorous up and down "pumping" motion to convey your overbearing enthusiasm for any enterprise-level opportunity.

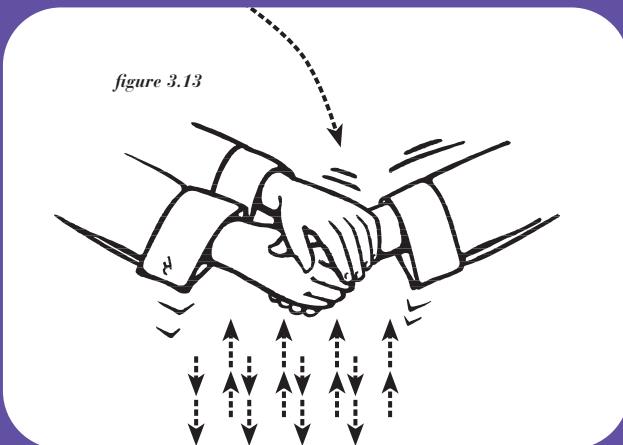


figure 3.13

(fig. 3.13) **The Uncle Charlie.** Go for The Classic but then throw the left hand over top of the recipient's hand, holding him captive long enough to make a warm and familial personal connection. Perfect for welcoming a new customer to the SAGA/IBM solutions customer family.

IBM has seen a 60% annual increase in System/390 MIPS sold since 1994.

leads

and how to qualify them

When qualifying a lead it is important to ask the right questions to determine whether you are pitching the decision maker or the order taker. Try questions like, "What is your annual salary?" or "Are you the guy who signs the purchase orders?" These questions will save you hours of misdirected schmooze time and make sure you are talking to the right person. And also, as a rule of thumb, it is extremely crucial to make certain that your schmoozee-to-be possesses the essential equipment. (fig 3.14)

figure 3.14



good etiquette

—it's all in the details

Is a belch considered good form anywhere outside Bahrain? Is a seafood fork the next best thing to a toothpick? If I'm dealing in volume, does my penmanship even matter? These are the little nuances that separate the chickens from the geese, dear friends. To master the finer points of life is to unravel the mysteries of the universe. To figure out what all that is supposed to mean, just turn the page.

Diplomacy is the art of letting someone else get your way.

figure 4.1



(fig. 4.1) **Check please.** With an aggressive flick of the wrist and a concise whack of the plastic in tandem with a “Here, let me get this one,” you gain the upper hand in getting that deal put to bed before the day is out. Practice this one at home in front of the mirror or with pets.

if you are going to “do lunch,” do it right

Pulling off an impressive, productive mealtime sales meeting is easy when you keep these simple guidelines in mind.

- Call that morning and let your prospect know you’re looking forward to your lunch appointment (even if you didn’t have one, they’ll hate to refuse you, thinking they’re in for a freebie).
- Stick to a dark, seedy joint where you run no risk of being seen begging for your prospect’s mainframe business.
- Or, make them pick the place—your waffling indecision is a nice way to help them feel more in control.
- When in doubt, always go for sports bars and all-you-can-eat buffets.
- Schedule during peak hours—if your client won’t sign, you can table hop and work the room!
- Pretending to forget your wallet is a great way to save dough and get your prospect used to spending large amounts of money with you.
- Wait staff everywhere love pet names like “Kiddo,” “Cutie,” and “Sport.”
- Bartenders are often insulted when you don’t order a second or third round in quick succession.
- Wait two days and call the prospect back saying how you missed two days of work with food poisoning—their guilt could lead them to sign a contract faster.

83% of all commercial transaction data resides on the mainframe.

the scent of a man

or, how to mark your regional sales territory

All animal body odor is based on chemical secretions called pheromones. Depending on the situation (and your place in the food chain) they can attract, repel and instill fear in those around you. This same principle has been used to create many of today's most enigmatic colognes and aftershaves. Refer to the table below to see what message your parfum d'jour is sending to the folks on the other side of the negotiation table.



Polo®	I'm stuck in the 80s. I still think a BMW® can compensate for my lack of an MBA. I love to wear sweaters tied jauntily 'round my neck, as long as they have a snazzy logo.
Hi-Karate	I buy things off late-night TV. I can eat an entire bucket of fried chicken for lunch. I've always wanted a date with Julie from <i>The Love Boat</i> .® My Mom still buys me underwear.
Drakkar®	I am a mysterious, world-travelling poet-philosopher type. But they won't let me wear my leather pants to work. I long to be a seedy nightclub musician and score with my groupies.
Old Spice®	I've always wanted to be a sailor. That or a hair stylist, I guess. My best feature is my pickup truck. And even if I don't have a date, hey, I have my dog.
Brut®	I'm tough. Macho. Hairy. And I feel there's no social function too uppity for a white t-shirt and zipper boots. Burt Reynolds is my idol.

In business as in life, your chances of being run over are doubled if you stay in the middle of the road.

A VO5®-tamed, double-parted do says, "I'm here to get your business, and I'll ram this Waterman® through your jugular if we can't make a deal." It's a can't-miss coif!

5 o'clock shadow is an easy way to build empathy with clients. Just tell them you haven't slept for three days trying to come up with the best possible deal for them.

Your pinky ring or class ring shows that you consider yourself to be a high roller, or that you really miss those late night frat-house keggers, respectively.

A clip-on tie with cartoon characters tells others that you are both juvenile and uncoordinated, which in no way affects your credibility to deliver the solution. (May also be substituted with the equally-impressive fish tie.)

Toting the coolest cell phone in any group is an easy way to set yourself apart. Especially when it features international paging and rings to the tune of *"Deep In The Heart of Texas."*

The short sleeve polyester dress shirt (pocket protector optional) speaks proudly of your technical copier sales heritage and helps the Alpha Geek accept you as a fellow techie.

The aluminum Halliburton® case is the signature attache of today's discriminating would-be secret agent, and goes impeccably well with your fleet-edition Taurus®, old man.

Short, slouchy dress socks tell others that you think you look good naked. Knee-highs are for field hockey jocks and old men; unless you're Scottish and wear a kilt well.

Ankle-high zipper boots do give you unparalleled ease of entry, but only oxblood-tone tassel loafers keep you looking C-level.



dress for success

A Big Time connected salesperson knows clothes do, in fact, make the man. Here are some basic tips to help you look the part from the first time you meet your prospective client.



know a good, clean joke or two

Good humor creates a sense of mutual relaxation and familiarity. Badly themed, timed or delivered jokes are often even funnier! And, hey who doesn't enjoy a really off-color joke from time to time—especially in mixed company?

Try these on for size:

“Do you believe in life after death?” the boss asked one of her employees.

“Yes, Ma’am,” the new employee replied.

“Well then, that makes everything just fine,” the boss went on. “After you left early yesterday to go to your aunt’s funeral, she stopped in to see you.”

Tech Support: “What does the screen say now?”

InDUHvidual: “It says, HIT ENTER when ready”

Tech Support: “Well?”

InDUHvidual: “How do I know when it’s ready?”



the editors would like to thank

All you genuine network sales pros who are out there "making it happen" six days a week, on the plane and in the VP's office.

Without wheeler-dealers like yourself taking the SAGA/IBM solutions message to the street, the enterprise would still just be a pipe dream on the chalk board somewhere back at MIT.

REMEMBER! True enterprise-level solutions aren't bought, they're sold. So, good luck on all your SAGA/IBM solutions. We know your customers are in good hands.

Some people dance to the beat of a different drummer; others Polka. – David Lee Roth



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ciao!



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SAGA, based in Reston, Virginia, provides enterprise systems software and a full suite of enterprise integration solutions that support billions of mainframe transactions daily for some of the world's largest organizations. SAGA's suite of mission-critical products and associated professional services take customers from the heart of the enterprise to the desktop, freeing their information and leveraging their IT investment. SAGA's parent company is traded on the New York Stock Exchange under the symbol AGS. For further information, please visit the company's Web site at www.sagasoftware.com.

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