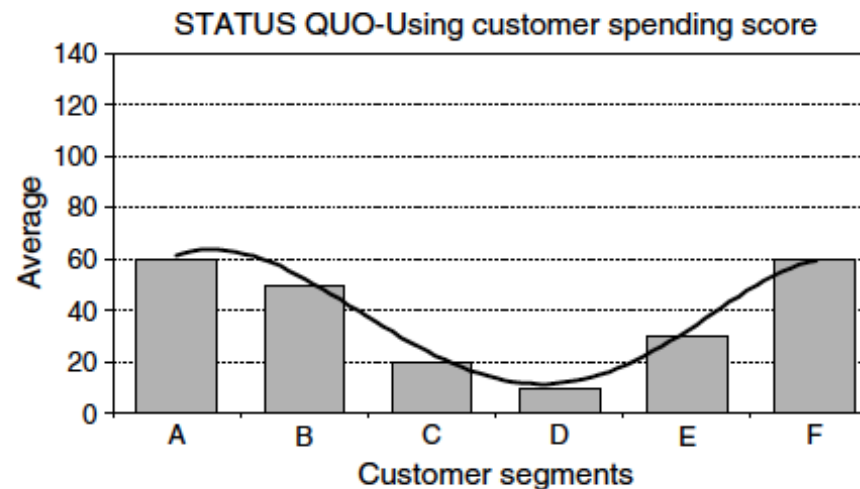
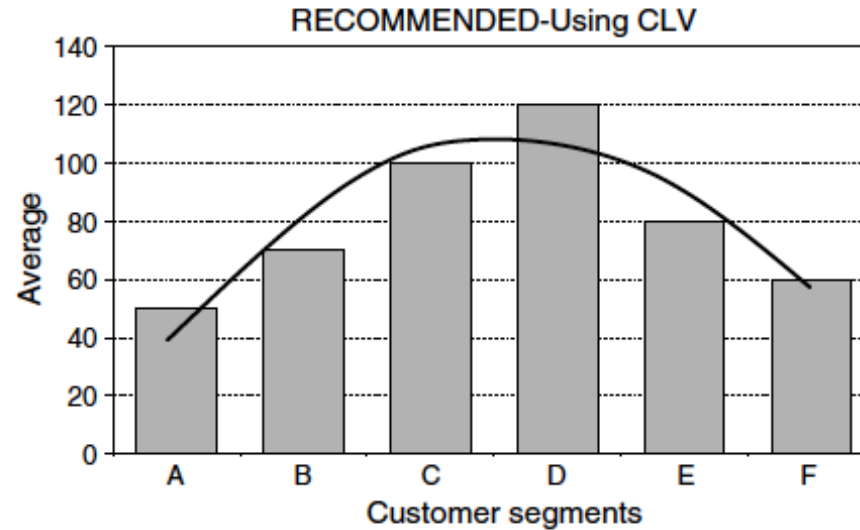


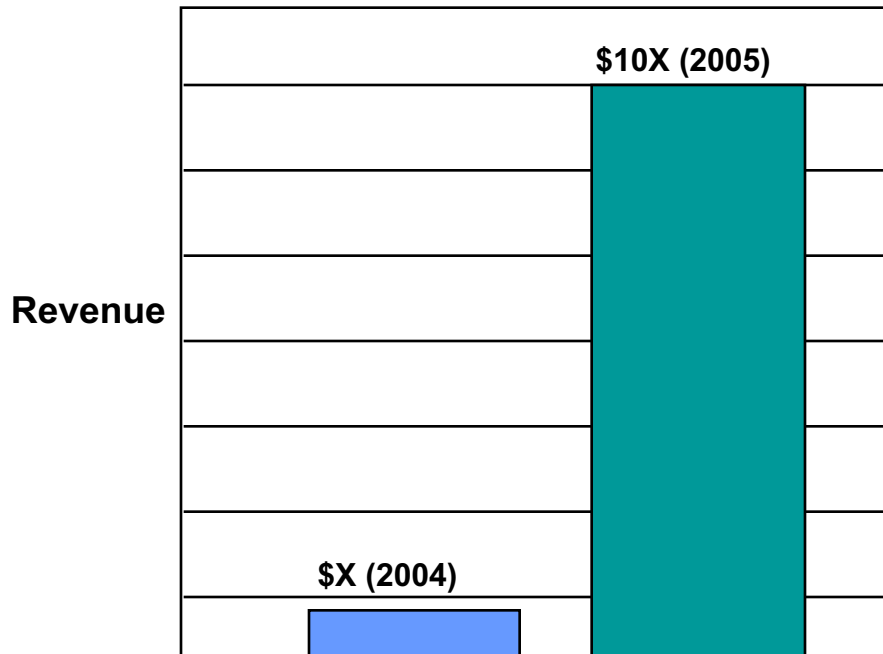
Optimizing Sales

Optimizing Sales Force at IBM

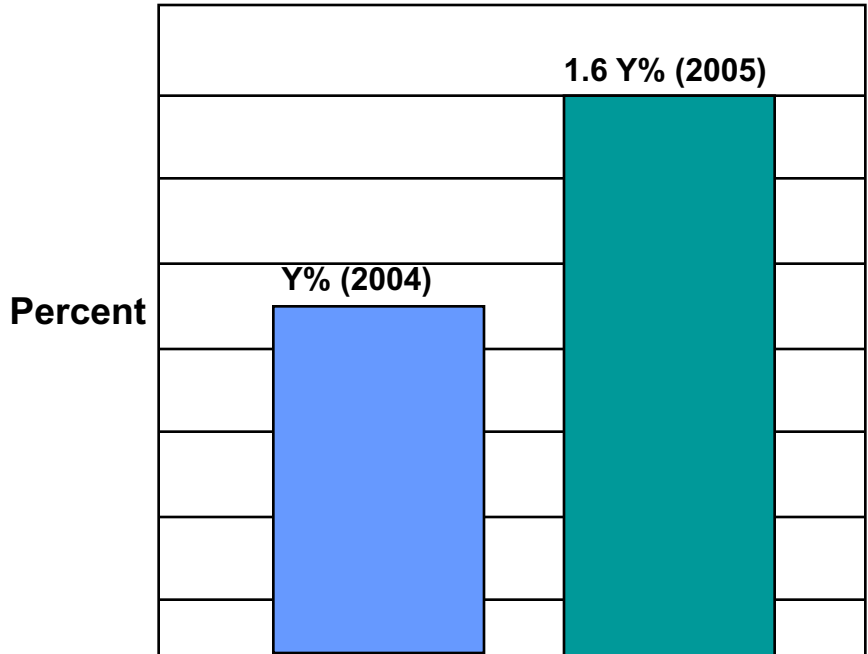


Outcomes of Optimizing Sales Force at IBM

Average Revenue/Customer
(for the same group of customers)



Percent of Establishments
with Purchase



■ "No Sales Call until 2004"

■ "Sales Calls in 2005"

Incremental revenue attributed to net new accounts targeted by sales force using customer profit model recommendations = \$19.2 million