

GE Information Services



**Marketing &
Sales**



**Purchasing/
Supplier**



**Logistics
Management**

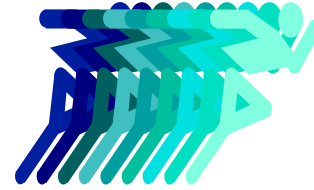


**Financial
Services**



Selling Consulting

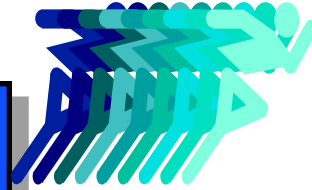




- **Integral to our strategy/direction (BPS)**
 - ◆ Selling “business solutions” not products & technology
 - ◆ Selling “higher” into the customer organization
 - ◆ Bigger price tag of BPS
- **Plays a key role in closing BPS projects**
- **Revenue from consulting fees**

Why is Consulting Important to Us?

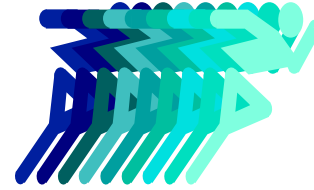




- Establishes credibility
- Demonstrates our focus on their business issues
- Gains the client's confidence
- Solidifies a relationship
- Allows us to showcase our solutions and steer solutions to our capabilities and strengths
- Provides the opportunity to demonstrate the impact to their bottom line
- Allows us to set and manage expectations early in the process

What Does Consulting Do for Us?

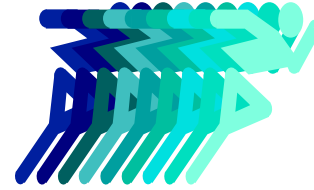




- Crystallizes the issues and brings focus to the problem
- Assists in building a business case by focusing on benefits and value
- Determines high impact areas - "quick hits"
- Incorporates best practices/alternatives
- Tailors the solution to the clients' situation
- Serves as a communication vehicle to help "sell" the solution across the organization

Why Should a Client Buy It?





- 1) Believe in the value of consulting**
- 2) Find the right buyer**
- 3) Start with the right message**
- 4) Focus on the potential benefits**
- 5) Recommend a phased approach**



Thank you!

