

S-COOK

ID:408-779-4526

JAN 15 '97

14:17 No.003 P.02

HP

## Client Server Outsourcing Competitor Sales Model Questions

1. Who is involved in the outsourcing sales process? Number of people from the vendor? Titles? Roles & Responsibilities? What level of customer audience is being sold to?
2. How are these people organized? Reporting relationship?
3. How are these people compensated? Performance measured?
4. Are these people dedicated to the outsourcing business or are they involved with other businesses as well?
5. How do these people interact with product sales people?
6. Within the outsourcing business do these people focus on particular aspects of the business? Specific services, industries, geographies or accounts?
7. How is the delivery organization involved in the selling activity? How and when is the deal handed off to delivery?
8. What value of quota does each person carry? How many accounts do they work on at one time and over a course of one year?
9. What level of investment is being made in Outsourcing sales training? Dollar investments for tool or course development as well as time out of field for sales personnel? Are external training programs utilized or in-house developed programs? What methods of sales training are relied upon; CBT- computer based training, ILT- Instructor led training, or self-study modules?
10. What is the overall selling cost per deal? How is selling cost defined? What sales measures are relied upon?
11. How long has this structure of sales organization been in place? How has it evolved in recent years? Why?



**INPUT**1881 Landings Drive  
Mountain View, CA 94043-0848  
Tel. (415) 961-3300  
Fax (415) 961-3966**FAX TRANSMITTAL FORM**

Date: 1-15-97

To: Name: + Tom O'Flaherty  
Wilson Hudson

Tel/Location: NS

Co.: \_\_\_\_\_

Fax No: \_\_\_\_\_

From: Name: Sherry Smith

Subject: Possible Curtan Project for H-P

Confidential: Y/N  
Urgent: Y/N

Page: 1 of 3

File: Chron  
Contact  
Other:

The outsourcing group at H-P wants help  
in developing a C/S Competition Sales Model  
— these are some of their questions.  
It looks pretty involved — they want to  
know if I can help with this as a  
hotline inquiry or whether this would  
involve curtan. What do you think?  
If curtan, should they call Tom?

Thx,

Sherry



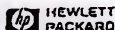
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Hewlett-Packard Company  
Worldwide Customer Support Operations  
100 Mayfield Avenue  
Mountain View, California 94043



WCSO MARKET RESEARCH DEPARTMENT

## FAX COVER SHEET

To: Sherry SumitsFrom: Susan KitzonCompany: InputDate: 1/15/96Phone Number: 528-6322Number of pages  
to follow: 1Fax Number: 961-3466

If you have problems with  
this fax transmission,  
please contact Lisa Perry  
at 415-691-5427

Comments:

Here are the questions - if this looks  
like something you can assist with, please  
let me know.

Thanks

Susan

691-7123

