

Co-sell with IBM and extend your reach

Tap into IBM's vast network of clients and maximize your joint-selling opportunities



Explore the IBM Sales Partner Advocacy Program, which encourages collaboration between IBM sales and your teams to co-sell your solutions with embedded IBM technology. We incentivize our sellers to support your deal. Our sellers help you extend your reach to new clients. Clients win by getting the best technology solution available.

What this means for you

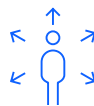
The IBM Sales Partner Advocacy Program is a co-sell benefit that encourages collaboration between you and IBM sales teams when you sell your solution with embedded IBM technology to IBM clients.

How we work with you

Through this program, IBM sales teams are encouraged to introduce you into their client accounts. To activate this program for your business, follow these easy steps:

- Assign an IBM Sales Partner Advocacy Program Administrator (ESA Admin) and complete the IBM Global Compliance Questionnaire and Business Integrity Training. Contact [IBM Partner Support](#) with your Partner Plus CEID to get started.
- At the end of the quarter, report your client sales in the IBM Sales Partner Advocacy Program [Reporting Portal](#) using instructions from the [Portal User Guide](#).

Co-sell to differentiate



Create new revenue opportunities for your solution by selling to IBM clients



Benefit from a channel-neutral sales environment that encourages collaboration between IBM's and your sales teams



Leverage IBM skills and expertise with insights into IBM clients, industry, and technology

Let's go further together

Learn more and get started today.

[Watch video](#) →

Let's create something that changes everything.

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New Orchard Road
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Produced in the United States of America

January 2023

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