Tips From Hiring Leaders
What makes a great Seller?
Q. What educational background / degrees are best suited for entry-level Sales roles at IBM?

A. We’ve found that those with the following degrees make the most successful Sellers:

- Computer Science
- Economics
- Engineering
- Finance
- Marketing
- MBA
- Management Information Systems (M.I.S.)
Q. What entry-level roles does IBM offer in Sales?

A. We offer three Sales entry-level roles:
   ▪ Digital Sales
   ▪ Technical Sales Specialist
   ▪ Senior Client Relationship Representative

Q. And IBM Sales intern roles?

A. We offer five intern roles:
   ▪ Digital Sales Intern
   ▪ Technical Sales Intern
   ▪ Senior Technical Sales Intern
   ▪ Senior Client Relationship Intern
   ▪ Solution Sales Intern
Q. **How do I know which fulltime Sales Role is right for me?**

A. Learn more about each to find the role that fits your skills and interests.

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<td>Does it bother you when you see software applications behaving badly? Do you ever find yourself wondering, &quot;Why does it ask me that?&quot; or thinking, &quot;Didn't I just enter that information?&quot; Is &quot;good enough&quot; for others sometimes not good enough for you? If you pay close attention to the details, you can use that keen awareness to change things for the better! You can do this through Automation Development and Testing (often called Quality Engineering). Learn more…</td>
<td>Do you want to see firsthand how your work benefits the world? If you specialize in Client-Facing Assistance and Solution Development, you not only get to develop cool things, but you get a first-hand look at how our clients are using them. You’ll be on the front-lines working directly with our clients to deliver cognitive solutions to challenging problems. Learn more…</td>
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Q. How do I know which Sales Intern Role is right for me?

A. Learn more about each to find the role that fits your skills and interests.

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Q. What skills or background do you look for in IBM Sales candidates?

A. We look for proven experience in one or more of the following areas:

- Analytics
- Business
- Finance
- IT Knowledge
- Sales methodology
Q. What qualifications are essential to becoming a great Seller?

A. Here are the top five:

- A passion to work directly with clients
- Good business, analytical, and technical skills
- A track record of leadership and teaming
- Excellent written and verbal skills
- Strong cumulative and major GPAs
Q. What attributes or personality traits make a good Seller?

A. Here are a few that we find consistently in top Sellers:

- Challenge-driven
- Resilient
- Dedicated
- An Influencer
- Collaborative
Q. What’s the mindset of a successful Seller at IBM?

A. While there’s no right answer, we’ve found people with the following ethos or way of thinking often do well:

- Always puts the client **first**. What do they need? What are their pain points?
- How are our competitors selling to them?
- Having the frame of mind of being a challenger, never an incumbent.
Q. What recommendations do you have to improve my candidacy with IBM and to better prepare for my future career?

A. Here are some recommendations:

▪ First, try Watson Candidate Assistance—a cognitive career guidance tool.

▪ Learn about Consultative Selling Methodologies.

▪ Get to know our long term growth Strategy.

▪ Read our latest Annual Report for insight into strategic priorities and business units.

▪ Familiarize yourself with the industries in which we go to market.
Q. What recommendations do you have to improve my candidacy with IBM and to better prepare for my future career?

A. Here are some additional recommendations:

- See more on Digital Entry-level Seller Badge you’ll earn.
- Have general understanding of IBM’s AI & Cloud Platform.
- Learn about Consultative Selling Methodologies.
- Brush up on your negotiating skills.
- Know the competitive landscape.
- Conduct mock sales planning session with your peers.
- Identify your strengths and unique traits using Watson Personality Insights.
- Follow IBM Blog for Clients – content for Clients written by Clients.
Where can I learn more about the entry-level and Intern Sales roles at IBM?

You have several options:

1. Join our Talent Network and sign-up to receive job alerts when Sales roles become available.

2. Check back on the IBM Career Website to learn more about our entry-level and intern Sales roles.


4. See what the Seller profession at IBM is all about at [ibm.com/jobs/sales](http://ibm.com/jobs/sales).

5. Come out and meet us. Check with your Career Services for current 2018-19 calendar of events.
Thank you for your interest in a Sales career at IBM. Visit ibm.com/jobs/us/entry-level for details.