

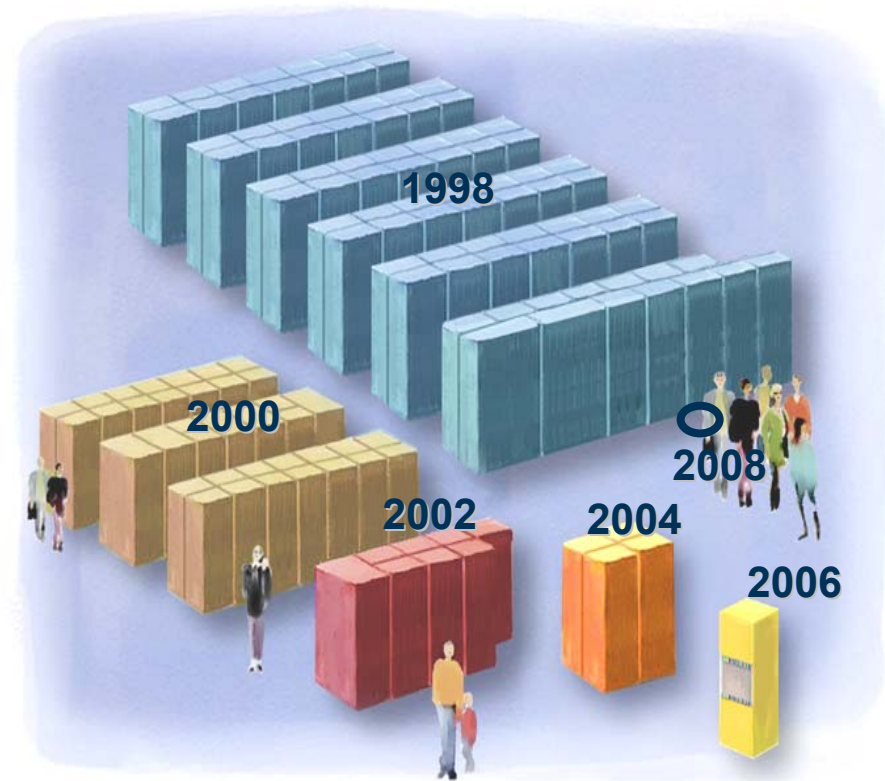
Ericsson training for the Strategic Focus Area: Establish a Software Business Practice

June 2006 to June 2009

Mats Storsten
GF Sales & Marketing

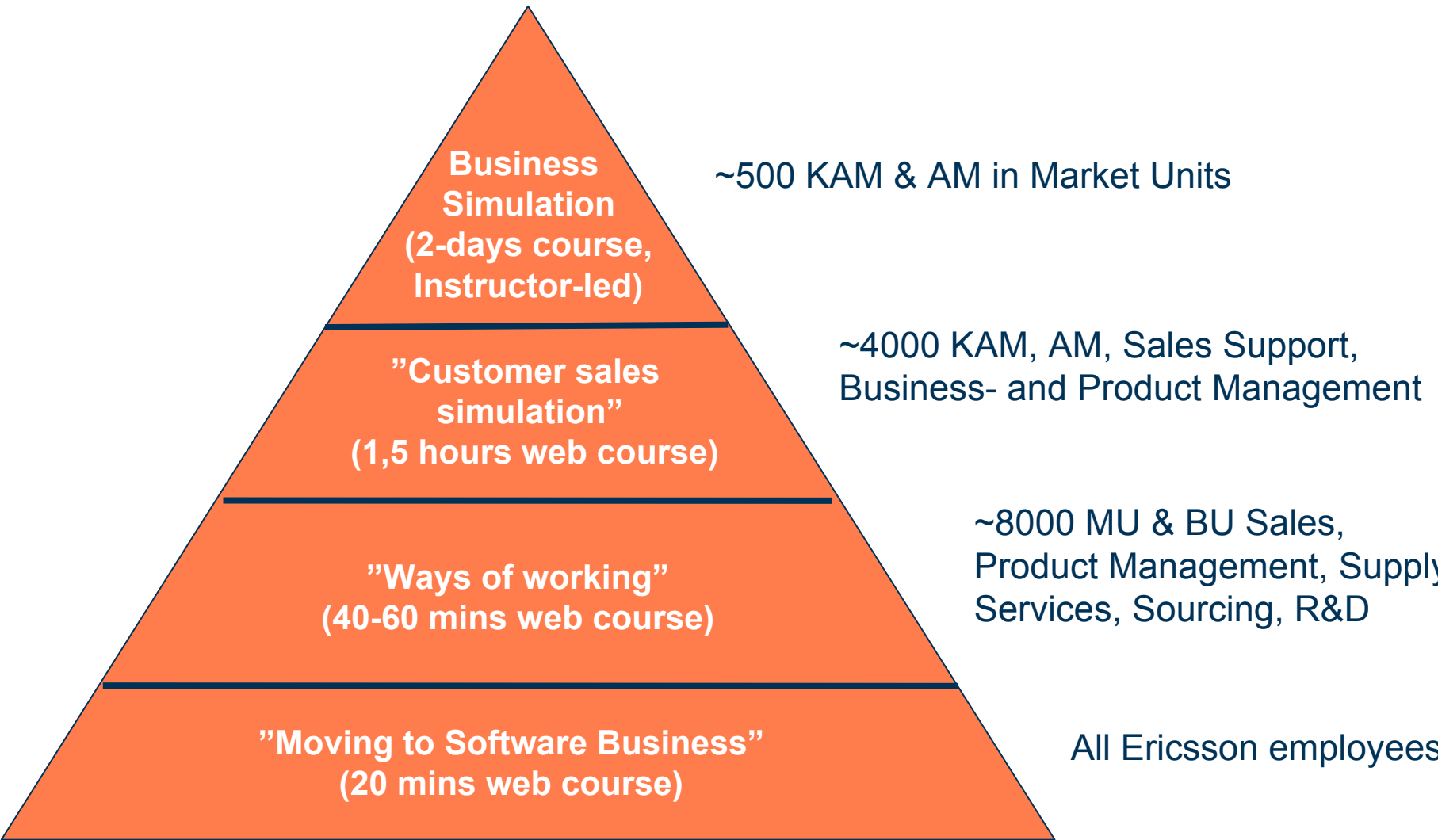
A market in change...

- HW becomes less important as base for sales
- The value in Software is increasing
- Competitors from new industry segments
- Focus on a common way to develop, supply and sell software



Shift of business model is necessary

Software Sales - training framework



Software Sales - training framework

