



DEFENDING PRICE™

Quantifying & Documenting the Full Value of Your Offering

*Participants
receive a copy of the
VQ™ value quantifier:
a spreadsheet-based
sales tool*

MARKETING AND SALES TECHNIQUES FOR SUPPLIERS OF:

- *Braking & suspension products and systems*
- *Safety systems and components*
- *Body controls*
- *Engine components*
- *Steering components*
- *Raw materials and chemicals*
- *Outsourcing services*
- *Process manufacturing and testing equipment*
- *Enterprise software solutions*
- *Electrical/electronic components and systems*

**defending
price™**

WHY IS IT IMPORTANT TO DOCUMENT & DEMONSTRATE VALUE?

Suppliers to the automotive, commercial vehicle, and heavy truck industries face a challenging sales environment. Customers are more demanding; pricing pressure is increasing, and margins are contracting. Many suppliers have responded by emphasizing the value they offer to customers, but most find it hard to resist customers' demands for lower prices.

To gain an equitable or fair return on the value their offerings deliver, and thereby be in a position to defend price, suppliers must be able to persuasively demonstrate and document the value they offer in *monetary* terms. Simply put, suppliers must learn to translate everything they offer customers into the language of dollars & cents.

Documenting and demonstrating value is both challenging and rewarding. It is challenging because it involves quantifying benefit claims you want to make - claims that can touch on complex business processes. But it is rewarding for the same reason. Meeting the challenges that come with quantifying and documenting value will give you a powerful competitive advantage over your rivals, as well as allow your company to defend and improve your price and bottom line.

That's why Kotler Marketing Group has developed a first-of-its-kind workshop program, developed specifically to help suppliers to understand the challenges of building a quantitative business case and how to systematically overcome them. Ample time is spent working with participants to document the value of their specific offerings.

Common Sales Challenges Addressed By The Workshop

- Understanding what value is and how to quantify and measure it
- Building spreadsheet-based sales tools and models
- Getting customer cooperation and buy-in
- Using value research to strengthen and reinforce customer relationships
- Avoiding exaggerated claims that undermine the credibility of your value case
- Effectively incorporating value analyses and findings into presentations, bids and proposals

Understand How to Quantify the Value of Benefits That Suppliers Typically Promote, Such as:

- Improving R&D cycle times
- Reducing the cost of warranty claims
- Reducing downtime
- Improving productivity
- Reducing materials costs
- Improving quality and performance

ABOUT THE VQ™ SALES TOOL

- Designed specifically for suppliers to the Auto & Heavy Duty Industries
- Identifies key benefits of supplier offerings
- Quantifies the dollar value of benefits
- User-friendly, feature-rich software designed to aid the sales process
- Can be customized and integrated with other tools such as pricing calculators
- Compatible with Windows XP, 2000, and later versions

PROGRAM BENEFITS:

- Learn about the key challenges of quantifying value and how to overcome them.
- Hear about success stories from the supplier community.
- Begin documenting the full value of your own products and services.
- An opportunity to benchmark yourself against industry best practices.
- Receive a copy of the first-of-its-kind VQ™ sales tool; used by over 100 suppliers.

WHO HAS ATTENDED?

ALPS
American Standard
Arcelor Mittal
AutoTube Manufacturing
Behr
BorgWarner
Bosch
Cable Technique CC
Chep
CK Europe
CMS
Control Instruments Shurlok
Creative Graphics International
Cummins
DANA
Denso
Dow
Dura Automotive Systems
EaglePicher
East Cape Wiring Ltd
Eberspaecher
Engelhard
Excalibur
Excel-Polymers
ExxonMobil
Faurecia
Federal Mogul
Ferroform
Finnveden
GKN Sinter Metals GmbH
Goodyear
Hitachi
Inergy Automotive Systems
ITW
Johnson Controls
Kendrion Automotive Metals
Kongsberg Automotive GmbH
Magna International
Magnetto Wheels S.P.A.
Michelin
Multimatic
Navteq
Parker Hannifin
PG Group/Shatterprufe
PlasticOmnium
Ramsay Engineering
Rieter
Saint Gobain
Saturne Electronics & Engine
Shell
Siemens AG & Siemens VDO
SKF
Sodecia Europa
Takata
Thyssenkrupp
TI Automotive
Timken
Triple C
TWB
Visteon SA
Voith
Webasto
Yazaki
ZF Boge Elastmetall
ZF Lemforder

What You'll Get

Workshop participants will:

- Learn about industry best practices regarding value-based presentations, sales tools, and proposals
- Develop a benefits framework for your products & services
- Draft a research agenda for documenting the value you offer
- Understand how to develop effective value-based sales & marketing collateral
- Receive a copy of the VQ™ v1.75 sales tool

Who Should Attend

This one day seminar is designed for:

- Account Managers and Representatives
- Marketing & Product Managers
- Technical Engineers and Sales Specialists
- Marketing and Sales Executives

The Presenter

The workshops are facilitated by the following instructor:

Steve Rose leads the Automotive and Heavy Duty practice. He is a sales and marketing practitioner with over 25 years of professional experience. Steve spent the majority of his professional career at Michelin Tire. While at Michelin, Steve held leadership positions in sales and marketing, with P&L responsibility, in a number of divisions, including Passenger, Truck and Earthmover. While serving as the VP for Sales & Marketing in North American and Asia, Steve led the implementation of a formal value-based sales and marketing approach in both the Truck and Earthmover divisions. Under Steve's leadership, Michelin's Truck and Earthmover divisions routinely exceeded plan and remain market share leaders worldwide.

Having spent the majority of his career in the Automotive industry, Steve understands how difficult a sales environment it can be. However, he has worked with many progressive suppliers that have had success defending, and in some cases, improving their pricing and bottom lines. In this workshop, Steve will cover many of these "success stories" and will explain precisely how these suppliers have been able to resist demands for lower prices and cost-downs.

Program Content

8:30 - 9:00 am	Continental Breakfast
9:00 - 10:30 am	Building the Value Case
10:30 - 10:45 am	Break
10:45 - 12:00 pm	Case Study
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	Constructing a Benefits Framework for Your Offering
2:00 - 3:00 pm	Documenting Value Using Research Techniques
3:00 - 3:15 pm	Break
3:15 - 4:00 pm	Introduction to the VQ™ Sales Tool
4:00 - 4:30 pm	Presenting Your Value Case
4:30 - 4:45 pm	Action Plan & Next Steps
4:45 - 5:00 pm	Wrap up

A Call to Action

"I'm not sure you're helped by the number of sales people you have."
- Bo Andersson, VP Purchasing, GM

"Suppliers may need to feel some of the pain in order to realize the gravity of the situation."
- Tony Brown, VP Global Purchasing, Ford

"Adapt or die."
- Dieter Zetsche, CEO, Daimler

How Leading Suppliers Are Responding...

"Fast paced. The tools presented are practical solutions for dealing with the highly competitive environment."
- John Cameron, Commercial Director, Engelhard

"This course should be taken by any individual who needs to protect their price. A very worthwhile workshop!"
- Magdalena Chavez, Account Manager, Bosch

"The workshop provided a real tool to counter the continuous demands for cost downs in a positive style."
- Mike Ridgway, General Sales Manager, Teleflex Fluid Systems

Suppliers can, and should, get credit for the value of their offering.

The Defending Price™ Sales Training Series

There are no new negotiating tricks. To be able to resist the demands for lower prices suppliers must be able to articulate the value they deliver in a credible and compelling fashion. Kotler Marketing Group has had success helping our clients do just that. Our clients' results speak for themselves.

Our sales training programs are designed to help companies get a leg up on the competition. Our new and unique training programs:

- Are led by instructors that bring 20+ years of industry experience
- Feature industry-specific case studies and success stories
- Incorporate sales tools and methodologies tailored to the industry

Our training programs can be conducted on-site at your facility and are 1-2 days in duration. They are designed to:

- Teach sales, marketing and pricing personnel how to document the value they deliver
- Use the knowledge of what their products are worth to resist demands for lower prices and discounts
- Successfully package and present their value proposition

For more information on the Defending Price Training Program, or any of our Services, call us at

1-800-331-9110, or visit us at www.kotlermarketing.com