



# DEFENDING PRICE™

## Quantifying & Documenting the Full Value of Your Offering

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

### North American Workshops:

February 25 - Detroit

March 10 - Detroit

### European Workshops:

March 3 - Wolfsburg

March 4 - Frankfurt

March 5 - Munich

March 6 - Paris

March 7 - Barcelona

### 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™**

Workshop Sponsors:

**SupplierBusiness**  
AutoBusiness Reports & Databases

## 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

## BENEFITS OF ATTENDING:

- 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 sales tool, the VQ™ v1.75; 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.*

## When & Where

<u>Seminar Date:</u>	<u>Location:</u>	<u>Registration Deadline:</u>
February 25	2300 Featherstone Road, Auburn Hills, Michigan, 48326 USA	February 22
March 10	17100 Laurel Park Drive North, Livonia, Michigan 48152 USA	March 7
March 3	Holiday Inn, Rathausstraße 1 38440 Wolfsburg, Germany	February 29
March 4	Le Meridien Park Hotel Wiesenhüttenplatz 28 -38 60329 Frankfurt, Germany	February 29
March 5	Munich Marriott Hotel Berliner Strasse 93 Munich, 80805 Germany	February 29
March 6	Marriott Rive Gauche 17 , Boulevard Saint Jacques Paris, 75014 France	March 3
March 7	Barcelona Hilton Avda Diagonal 589 08014 Barcelona, Spain	March 3

## Fees

**Registration fees are \$1,250 per person** (€1,150.00 for workshops conducted in Europe). Continental breakfast and lunch are included in all registrations. Payment must be made by credit card and must be received on or before the registration deadline.

**Cancellations:** Should you be unable to attend for any reason after registering, please inform Kotler Marketing Group within ten (10) business days of the program date, and you will receive a credit voucher for the full amount, or a full refund less a \$625 non-refundable deposit (€550 for workshops in Europe).

**CALL NOW TO REGISTER:**  
**(306) 564-3073 or 888-278-6970 (Toll free)**  
**Event Code: SB100**

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