



DEFENDING PRICE™

Strengthening Negotiations with Purchasing

An ideal program
for your next
sales meeting

MARKETING AND SALES TECHNIQUES FOR SUPPLIERS OF:

- *Diagnostic testing and equipment*
- *CROs and CMOs*
- *Automation and robotics*
- *Medical devices and equipment*
- *Imaging equipment and solutions*
- *Instruments and devices*
- *Hospital supplies and materials*
- *Outsourced services*
- *IT systems and solutions*

**defending
price**

Why is it Important to Document & Demonstrate Value?

Suppliers to the health care and life science industry face a challenging sales environment. Virtually every organization is struggling to contain costs and do more with less. As a result, customers are more demanding and pricing pressure is increasing. 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 do into a language that their customers are most interested in - 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 and patient care management 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 possibly improve, your price and bottom line.

That's why Kotler Marketing Group has developed a first-of-its-kind training 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 how to quantify and measure value
- 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 risk management
- Improving patient outcomes
- Reducing downtime
- Improving productivity
- Reducing supply costs
- Improving quality and performance
- Reducing errors

PROGRAM BENEFITS

- Learn about the key challenges of quantifying value and how to overcome them.
- Hear about success stories from the health care supplier community.
- Begin documenting the full value of your own products and services.
- An opportunity to benchmark yourself against industry best practices.
- Participants learn tools and techniques that can be put to work immediately

INQUIRE ABOUT OUR SALES TOOLS FOR SUPPLIERS

- Developed specifically for the health care industry
- Spreadsheet-based ROI & TCO value calculators
- Identifies key benefits of supplier offerings to providers and payers
- Quantifies the dollar value of benefits
- Generates a host of output reports, useful for presentations and responding to RFPs
- 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

WHY KOTLER?

Dr. Philip Kotler literally wrote the book on modern marketing. He is the first recipient of the AMA's *Philip Kotler Award for Excellence in Health Care Marketing*. We bring a unique blend of knowledge and experience to bear on your sales and marketing challenges.

- **Marketing & Sales Training**
Kotler Sales & Marketing training programs have been delivered to leading companies in the health care industry throughout the world for the past 15 years, including Siemens, GE, Dow, Corning, and IBM.
- **Consulting Services**
Kotler consultants offer expertise in documenting and demonstrating the value of innovative products and services. We have advised dozens of clients on how to build a quantitative business case. Our proven success spans the health care industry, ranging from pharmaceutical companies and diagnostic tests and devices, to service providers and technology systems and solutions, and others.
- **Research**
We work with our clients to identify the data they will need to substantiate the benefits they claim their product and services will deliver (e.g., reduced downtime, faster-time-to market, improved productivity, etc.). We then develop and execute a plan for gathering such data.

What You'll Get

Workshop participants will:

- Learn about industry best practices regarding value-based presentations 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

Who Should Attend

This one day seminar is designed for:

- Account Managers and Sales Reps
- Field Sales Specialists
- Marketing and Product Managers
- Marketing and Sales Executives

The Presenters

The workshops are facilitated by the following instructors:

Faye Coggins has over 30 years experience in executive level management positions in the healthcare and life science industry. She has a proven track record in marketing, sales, management and organizational coaching and development in life sciences companies. Ms. Coggins has held positions as VP Marketing for Fisher Biosciences LSR Division, Executive Director of Marketing, North America, QIAGEN Inc., Vice President of Marketing and Sales at Cylex, Inc. a venture based company focused on immune cell function; and Vice President of WW Marketing at Life Technologies, as well as several senior level business, marketing and sales positions, at the DuPont Company, in its \$1 Billion Medical Products Division (now Siemens). Faye is a strong proponent of demonstrating and maintaining value and has successfully implemented this philosophy throughout her career. She understands the pressure that sales and marketing organizations are under and can offer "real world" practical examples on how suppliers have been able to maintain value based pricing.

Rowena Roberts has over 25 years of management experience in the life science research, medical device, and food diagnostics markets. Her experience includes marketing, product management, new product development, strategic planning, and market research. Rowena has held positions as Director of Marketing & Sales at BioInformatics, Senior Director of Marketing at KPL, Business Director at IGEN (now part of Roche Diagnostics), Product Line Business and Marketing Manager at Life Technologies, and Commercial Development Manager for biomedical products of the National Medical Care subsidiary (now Fresenius Medical Care) of W. R. Grace. She is a strong advocate of value-based marketing and sales programs that can readily be used to demonstrate monetary benefits to customers.

Program Content

9:00 - 10:30 am	Building the Value Case
10:30 - 10:45 am	Break
10:45 - 12:00 pm	Pain points & challenges
12:00 - 1:00 pm	Lunch
1:00 - 2:30 pm	Constructing a Benefits Framework for Your Offering
2:30 - 2:45 pm	Break
2:45 - 4:00 pm	Documenting Value Using Research Techniques
4:00 - 4:45 pm	Presenting Your Value Case & Defending Your Price
4:45 - 5:00 pm	Wrap-up

Virtually Every Supplier is Being Pressured to Reduce Their Price

How Leading Suppliers are Responding...

"Very worthwhile. The course was invaluable in teaching my team how important it now is to document the value we deliver in dollars and cents. The exercises and tools are industry-specific and hands-on. This is going to help us defend our price!"

- Hanjoon Ryu, SVP, Point of Care Business, Siemens

"Provides a good understanding for how one would thoroughly quantify the value of different benefits we promote. The ability to do so puts us in a much stronger negotiating position."

- Bernard Girard, Business Development Manager, GE Healthcare

"This training will assist managers in understanding, developing and presenting business cases to purchasing. Training is very straight forward and extremely applicable to the sales process."

- Heather Paddison, Account Team Manager, 3M

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

The Defending Price Sales Training Series

There are no new negotiation 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 about Kotler Marketing Group's seminars, or any of our services, call us at (202) 331-0555 or visit us at www.kotlermarketing.com