



DEFENDING MAINTENANCE & SUPPORT PRICING™

Quantifying and Documenting the Full Value of Your Offering

MAJOR ACCOUNT MARKETING AND SALES TECHNIQUES FOR VENDORS OF:

- *Hardware and equipment*
 - *Enterprise software applications*
 - *Software applications*
 - *Enterprise network equipment*
 - *Database & middleware*
-

Participants receive a copy of a spreadsheet-based sales tool designed to quantify the ROI of maintenance and support

**defending
price™**

WHY IS IT IMPORTANT TO DOCUMENT AND DEMONSTRATE THE VALUE?

Service, support, and maintenance now account for over 50% of revenue for enterprise vendors as a group and as much as 60% of EPS. However, enterprises have begun to take a hard look at what they spend on maintenance and support and have turned to renegotiating contracts and prices as a primary lever to reduce IT operating expenditures. That is why it is now more critical than ever to be able to present a return-on-investment (ROI) - based business case for the value of maintenance and support.

Documenting and demonstrating value is both challenging and rewarding. It is challenging because it involves quantifying benefit claims you want to make (e.g., reduced downtime) - 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 the value of maintenance and support will give you a powerful competitive advantage over your rivals, as well as allow your company to defend, and possibly improve, your pricing and bottom line.

In conjunction with the SSPA, Kotler Marketing Group has developed a first-of-its-kind package of sales tools and training, developed specifically to help enterprise technology vendors to understand the challenges of selling maintenance and support contracts and how to systematically overcome them.

Common Sales & Renewal Challenges that are Addressed:

- Understanding what ROI is and how to measure it
- Identifying renewal situations where ROI-based selling is most advantageous
- Getting customer cooperation and buy-in
- Investigating customer business goals
- Using ROI research to strengthen and reinforce customer relationships
- Avoiding exaggerated claims that undermine the credibility of the ROI analysis
- Effectively incorporating ROI analyses and findings into presentations and collateral

Understand how to quantify the value of benefits that vendors typically promote, such as:

- Faster response time and time to resolution
- Remote system/application monitoring
- Extended hours of support
- Local language support
- Multi-vendor support

ABOUT THE ROI SALES TOOL

- Designed specifically to enable companies to present an ROI-based business case for maintenance and support sales & renewals.
- Quantifies the key benefits of premium support and service offerings.
- Customized for your specific enterprise solution & sales situation
- User-friendly and feature-rich
- Graphic-rich Reporting capability

WHAT OUR CLIENTS HAVE SAID ABOUT OUR WORKSHOPS AND SALES TOOLS:

"Very good and timely. Excellent discussion on industry pain points."

-Tracy Varvuglis, Executive Director, Industry Solutions, Ascential Software

"Kotler's ROI and business case methodology and tools, formulated by a real understanding of the way customers view investment decisions, provide a valuable insight into this subject area"

-Jason Butcher, Head of Convergence, British Telecom

"Very enjoyable - great insights on customer viewpoints."

-Carl Morath, Group Manager, Sun Microsystems

"A good explanation of the business case building process. Very helpful at identifying critical success factors."

- Ajay Asthana, Senior Business Analyst, IBM

WHY KOTLER?

Kotler Marketing Group brings 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 Global 2000 and startups in the technology industry for the past 15 years.

■ ROI Services

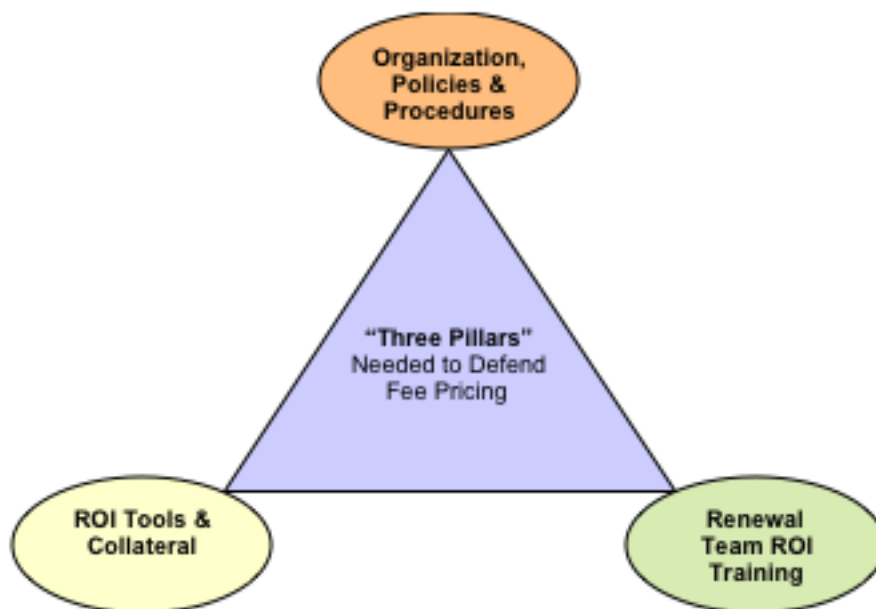
Kotler's ROI Services practice offers expertise in documenting and demonstrating the value of innovative technologies. We have advised dozens of clients on ROI strategy. Our proven success spans the technology industry, ranging from hardware and systems vendors, to software application vendors, and telecom providers.

From its inception, Kotler has been pleased to maintain and build affiliations with faculty from leading business schools and thought leaders in the areas of consultative sales training regarding ROI-based marketing strategy.

Benchmark Your Support Organization Against Key Best Practice Areas:

- Renewal team compensation
- Renewal process participants
- Discounting policies
- Tracking performance metrics

Figure 1: Our Coordinated Approach to Defending Price

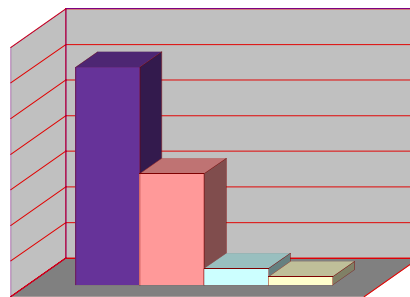


Program Content

9:00 - 9:30 am	ROI-Based Sales & Marketing
9:30 - 10:30 am	Research Findings: ROI of Support Study
10:30 - 10:45 am	Break
10:45 - 12:00 pm	How to Quantify Key Maintenance & Support Benefits
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	ROI Research Techniques
2:00 - 3:00 pm	Sales & Renewal Collateral: Best Practices & Benchmarks
3:00 - 3:15 pm	Break
3:15 - 4:30 pm	Roll playing exercise
4:30 - 5:00 pm	Wrap up

What vendors are saying...

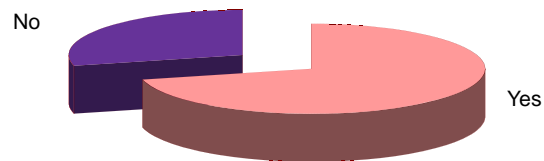
"It's become increasingly necessary to demonstrate to customers and prospects the Return-on-Investment (ROI) of our solutions."



Source: Kotler Marketing Group

What enterprises are saying...

"In your view could vendors be doing more to help you build your business case?"



Source: Kotler Marketing Group

What You'll Get

Workshop participants will:

- Learn about industry best practices regarding ROI presentations, sales tools, and proposals
- Develop a ROI-based business case for their service, support, and maintenance contracts
- Develop a research plan for gathering the data needed to support specific benefit claims
- Receive a copy of the ROI calculator sales tool - designed specifically to sell the value of maintenance and support.

Who Should Attend

Kotler Marketing Group's ROI workshop and toolkit is a one day program designed for:

- Maintenance & Support Renewal Teams
- Product Marketing Teams
- Services Marketing Managers
- Sales Managers and Representatives

For more information on this training program and toolkit, or any of our ROI Services, call us at

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