



DEFENDING PRICE™

Strengthening Negotiations in the OEM and Aftermarket

January 16, 2011 — Las Vegas, NV

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

MARKETING AND SALES TECHNIQUES FOR SUPPLIERS OF:

- *Chassis components*
- *Body components*
- *Interior components*
- *Combustion engine components*
- *Hybrid components*
- *Exhaust system components*
- *Transmission components*
- *Tires*
- *Electrical/electronic components*
- *Non-production parts*
- *Raw materials*
- *Service provider*

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HDMA

WHY IS IT IMPORTANT TO DOCUMENT & DEMONSTRATE VALUE?

Suppliers to the commercial vehicle industry continue to face a challenging sales environment. While build rates and freight volumes have improved, customers continue to pressure suppliers for discounts and push back on attempts to pass through raw materials price increases, which compromises suppliers' margins.

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 design, engineering, production, and servicing 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 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
- Shifting the customer's focus away from price to total costs and value
- 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, proposals, and customer negotiations

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

- Improving fuel efficiency
- Reducing the cost of warranty claims
- Reducing downtime and improving roll time
- Improving productivity
- Reducing maintenance
- Reducing weight
- Improving quality and performance
- Reducing cost-per-mile

ABOUT THE VQ™ SALES TOOL

- Designed specifically for suppliers to the Commercial Vehicle Industry
- 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 leading suppliers

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WHO HAS ATTENDED?

AK STEEL
ALCOA
ALLISON TRANSMISSION
ALPS
ARCELOR MITTAL
AKZO NOBEL
BASF
BEHR
BENDIX
BORGWARNER
BOSCH
BRIDGESTONE
COMMERCIAL VEHICLE GROUP
CONTINENTAL
CORNING
CUMMINS
DANA
DAYCO
DOW
EAGLEPICHER
EXCEL-POLYMERS
EXXONMOBIL
FEDERAL MOGUL
GOODYEAR
GROTE
HENDRICKSON
HITACHI
INERGY
ITW
JACOBS VEHICLE SYSTEMS
LINK MANUFACTURING
MAHLE
MANN + HUMMEL
METALDYNE
MICHELIN
MULTIMATIC
CLN - MW
NAVTEQ
PARKER HANNIFIN
PLASTICOMNIUM
REMY
RIETER
SAF HOLLAND
SAINT GOBAIN
SATURNE ELECTRONICS & ENGINE
SIEMENS AG & SIEMENS VDO
SKF
SODECIA EUROPA
STONERIDGE
TAKATA
THYSSENKRUPP
TIMKEN
VOLVO TRUCKS
WEBASTO
WINGFOOT
ZF

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 Commercial Vehicle practice at Kotler Marketing Group. 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, Commercial Vehicle, 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 plans and remain market share leaders worldwide.

Having spent the majority of his career in the Commercial Vehicle 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 improving their pricing and bottom lines. In this workshop, Steve will cover "success stories" and will explain precisely how these suppliers resist demands for lower prices and cost-downs.

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8:30-9:30 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 VQ™ Sales Tool
4:00-4:45 pm	Defending Your Price – Negotiating with Purchasing
4:45-5:00 pm	Wrap Up

A Call to Action

“An unrelenting rise in the cost of raw materials—largely driven by mounting demand from Asia—is cutting corporate profits and threatening recovery efforts.”

– Wall Street Journal

“The industry is showing strong signs of recovery. However, increasing demand and selling profitably present major challenges.”

– Timothy R. Kraus, President, HDMA

How Leading Suppliers Are Responding...

“Solid industry examples. Digs deeper than most ‘Value-based Selling’ training. Gets into the nuts and bolts of how to really do it.”

– Louis J. Bogart, VP Sales & Marketing, Borg Warner

“Good mixture of theory and practice. Eye-opening examples.”

– Detleff Borghardt, President, Trailer Systems, SAF Holland

“It’s critical that our sales force be able to effectively demonstrate why our products have the lowest total cost. Defending Price showed us how to do this.”

– Paul Williams, EVP, Continental

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

When and Where

Seminar Date	Location	Registration Deadline
January 16	The Mirage — 3400 S. Las Vegas Blvd., Las Vegas, NV 89109	January 10

Fees

Registration fees are \$1,100.00 per person for HDMA members (\$1,250 for non-members). Continental breakfast and lunch are included in all registrations. Payment must be made in the form of a wire transfer or 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 \$500 non-refundable deposit.

Call now to register: 202-331-0555

Or click to register online: www.kotlermarketing.com/hdma.shtml

Visit us on the web at www.kotlermarketing.com

Registration Form — DEFENDING PRICE™

(MR./MRS./MS.) FIRST NAME

LAST NAME

POSITION/TITLE

FUNCTION (E.G. SALES, MARKETING)

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

COUNTRY

TELEPHONE

FAX

EMAIL

PAYMENT:

Registration fees are \$1,100 per person for HDMA members (\$1,250 for non-members). Payment must be made in the form of a credit card or a wire transfer and must be received on or before the registration deadline.

NAME ON CARD

AMEX

SIGNATURE

VISA

CARD NUMBER

EXP DATE

MASTERCARD

Fax completed registration forms to 202-331-0544. You may also call or register online

Call now to register: 202-331-0555

Or click to register online: www.kotlermarketing.com/hdma.shtml

Visit us on the web at www.kotlermarketing.com