



# DEFENDING PRICE™

## Strengthening Negotiations with Purchasing

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

### MARKETING AND SALES TECHNIQUES FOR SUPPLIERS OF:

- *Chassis components*
- *Braking & suspension products and systems*
- *Safety systems and components*
- *Body controls*
- *Paints and coatings*
- *Interior components*
- *Engine components*
- *Steering components*
- *Raw materials and chemicals*
- *Services*
- *Process manufacturing and testing equipment*
- *Electrical/electronic components and systems*

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## WHY IS IT IMPORTANT TO DOCUMENT & DEMONSTRATE VALUE?

Suppliers to the automotive, commercial vehicle, and heavy truck industries face a challenging environment. While volumes have recovered, Purchasing departments continue to press suppliers for discounts and cost downs. At the same time, suppliers from India and China have pledged to increase their share of the North American and European markets. Suppliers will respond by emphasizing the value of their products versus lower-priced competitors, but most will find it difficult to resist customers' demands.

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 and 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, and production 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 is pleased to offer this unique and highly acclaimed workshop program, developed specifically for automotive and commercial parts 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 and how to effectively present their case to purchasing.

### 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 your credibility
- Effectively incorporating value analyses and findings into presentations, bids, proposals and the negotiations process

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

- Improved R&D cycle times
- Reduced cost of warranty claims
- Reduced downtime
- Improved productivity
- Reduced supply chain management costs
- Improved 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 leading suppliers

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## WHO HAS ATTENDED?

(Partial List of 650+ Companies)

AK STEEL  
ALPS  
AMERICAN STANDARD  
ARCELOR MITTAL  
BASF  
BEHR  
BENDIX HENDRICKSON  
BORGWARNER  
BOSCH  
CABLE TECHNIQUE CC  
CK EUROPE  
CMS  
CONTROL INSTRUMENTS SHURLOK  
CREATIVE GRAPHICS INTERNATIONAL  
CUMMINS  
DANA  
DELPHI  
DENSO  
DOW  
DURA AUTOMOTIVE SYSTEMS  
EAGLEPICHER  
EBERSPAECHER  
EXCALIBUR  
EXCEL-POLYMERS  
EXXONMOBIL  
FAURECIA  
FEDERAL MOGUL  
FERRIFORM  
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  
PARKER HANNIFIN  
PG GROUP/SHATTERPRUFE  
PLASTICOMNIUM  
RAMSAY ENGINEERING  
RIETER  
SAINT GOBAIN  
SATURNE ELECTRONICS & ENGINE  
SCHAEFFLER GROUP  
SHELL  
SIEMENS AG & SIEMENS VDO  
SKF  
SODECIA EUROPA  
TAKATA  
THYSSENKRUPP  
TI AUTOMOTIVE  
TIMKEN  
TRIPLE C  
TWB  
VISTEON  
VOITH  
WEBASTO  
YAZAKI  
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
- Learn how to negotiate more effectively
- 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** is an automotive industry veteran with over 27 years of industry experience.

Steve started his career at Michelin, where he held leadership positions in sales and marketing, with P&L responsibility, in a number of divisions, including Passenger, Truck and Earthmover. Under Steve's leadership, Michelin's Truck and Earthmover divisions routinely exceeded expectations and remain market share leaders today.

He's a sought-after speaker and expert on the subject of value measurement, negotiations and pricing. Steve has given keynote at presentations at many automotive-focused conferences and events in North America, EMEA, and Asia.

He's conducted training programs for hundreds of parts suppliers all over the world. Steve has personally trained and advised over 3,500 professionals from more than 650 parts suppliers. Program attendees have characterized the workshops that Steve leads as the best training they have ever had.

Steve has also advised leading car makers on how to implement a value-based sourcing process, rather than one that emphasizes low price. Given his experience with suppliers and buyers, Steve enjoys a unique perspective on the supplier-buyer relationship in the Automotive and Commercial industries.

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08:00-09:00	Continental Breakfast
09:00-10:30	Building the Value Case
10:30-10:45	Break
10:45-12:00	Case Study
12:00-13:00	Lunch
13:00-14:00	Constructing a Benefits Framework for Your Offering
14:00-15:00	Documenting Value Using Research Techniques
15:00-15:15	Break
15:15-16:00	Introduction to VQ™ Sales Tool
16:00-16:45	Presenting Your Case and Defending Your Price
16:45-17:00	Wrap Up

## A Call to Action

*“China’s auto parts exports have increased more than sixfold in the past five years. Most of these auto parts go to the United States and Europe.” – New York Times*

*“Automakers are once again pushing for price cuts, especially from parts suppliers with relatively strong balance sheets.” – IHS Automotive*

## How Leading Suppliers Are Responding...

*“It was an absolute eye opening experience and will change our sales and negotiations strategy for the better as a result.” – Steve Greer, Director of Sales, LEONI*

*“Worthwhile at twice the price. I see an immediate need and use for this.” – Brad Murphy, Director of Business Development, GKN*

*“The most specific and detailed program in the auto industry to unlock the current price fight on the market.” – Antonio Nava, Sales Manager, Brembo Rassini*

*“Buyers are increasingly under pressure to cut costs. It’s critical that our sales force be able to effectively demonstrate why our products have the lowest total cost. The Defending Price program showed us how to do this.” – Paul Williams, EVP Sales, Continental*

*“Very relevant to what takes place in negotiations with customers in automotive, truck and AG.” – Timothy J. DeCesaro, Director OE Sales, Johnson Controls*

*“Interesting; good exercises & many examples of how various suppliers have handled difficult negotiations.” – Claudio Magnano, Sales Manager, Lear*

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

**Call now to register: 001-202-331-0555**

**Click below to register online:**

**[www.kotlermarketing.com/service\\_dptraining\\_auto.shtml](http://www.kotlermarketing.com/service_dptraining_auto.shtml)**

**Visit us on the web at [www.kotlermarketing.com](http://www.kotlermarketing.com)**