



DEFENDING PRICE™

Strengthening Negotiations with Purchasing

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

WORKSHOPS IN EUROPE:
April 14 - Paris, France
April 15 - Stuttgart, Germany
April 16 - Dusseldorf, Germany

WORKSHOPS IN NORTH AMERICA:
February 17 - Auburn Hills, Michigan
March 10 - Livonia, Michigan

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?

Given the current economic crisis, suppliers to the automotive, commercial vehicle, and heavy truck industries face a challenging sales environment. In the coming months, suppliers will be asked for some of the biggest discounts and cost-downs in history. Suppliers will respond by emphasizing their value versus lower-priced competitors, but most will find it hard 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 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 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 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:

- Improved R&D cycle times
- Reduced the 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 over 100 suppliers.

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WHO HAS ATTENDED?

AK STEEL
ALPS
AMERICAN STANDARD
ARCELOR MITTAL
AUTOTUBE MANUFACTURING
BASF
BEHR
BORGWARNER
BOSCH
CABLE TECHNIQUE CC
CK EUROPE
CMS
CONTROL INSTRUMENTS SHURLOK
CREATIVE GRAPHICS INTERNATIONAL
CUMMINS
DANA
DENSO
DOW
DURA AUTOMOTIVE SYSTEMS
EAGLEPICHER
EBERSPAECHER
ENGELHARD
EXCALIBUR
EXCEL-POLYMERS
EXXONMOBIL
FAURECIA
FEDERAL MOGUL
FERRUFORM
FINNVEDEN
GKN SINTER METALS GMBH
GOODYEAR
HITACHI
INERGY AUTOMOTIVE SYSTEMS
ITW
JOHNSON CONTROLS
KENDRION AUTOMOTIVE METALS
KONIGSBERG 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
TWEB
VISTEON
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 plans 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.

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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

"There is too much capacity in the supplier community."
- Jim Press, President, Chrysler

"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...

"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

"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

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

When and Where

Seminar Date	Location	Registration Deadline
February 17	Hilton Suites, 2300 Featherstone Road, Auburn Hills, Michigan 48326	February 16
March 10	Radisson Hotel, 17123 North Laurel Park Drive, Livonia, Michigan 48152	March 9
April 14	Hilton La Défense, 2 place de La Défense - Le CNIT BP 210 - 92053 Paris, France	April 13
April 15	Steigenberger Graf Zeppelin, Arnulf-Klett-Platz 7, 70173 Stuttgart, Germany	April 14
April 16	Hilton Dusseldorf, Georg-Glock Strasse 20, 40474 Dusseldorf, Germany	April 15

Fees

Registration fees are \$1250 per person (€1,150 in Europe). 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 \$625 non-refundable deposit.

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

EVENT CODE: KMG100

Click below to register online:

www.kotlermarketing.com/service_dptraining_auto.shtml

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