



# DEFENDING MAINTENANCE & SUPPORT PRICING

*Participants receive a copy of the VQ™ value quantifier, a spreadsheet-based sales tool which documents the value of maintenance & support*

UPCOMING WORKSHOPS  
June 28 — Atlanta, GA  
July 17 — Boston, MA  
July 24 — Irvine, CA

## SALES & RENEWAL TECHNIQUES FOR SUPPLIERS OF:

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

**defending  
price**

WORKSHOP SPONSORS:



KOTLER MARKETING GROUP



**BILL ROSE I.N.C.**  
REDEFINING TECHNOLOGY SERVICES

## WHY IS IT IMPORTANT TO ARTICULATE THE VALUE OF MAINTENANCE AND SUPPORT?

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 articulate the value of maintenance and support – particularly at the point of renewal. From the IT provider's point of view, maintenance and support fees are critical to maintaining product and service quality – in bad times as well as good. Furthermore, pricing pressure on support and maintenance contracts directly affects IT firms' revenue, margins, and ultimately EPS. Consider that services and support drove 74% of total revenue growth for large enterprise vendors during the last economic downturn, one study found.

That's why Kotler Marketing Group has developed a first-of-its kind sales training program, developed specifically to help your product sales and renewal teams understand the negotiation challenges associated with selling maintenance and support contracts and how to systematically overcome them.

### Common Sales Challenges Addressed by This Workshop:

- Understanding the different price pressures vendors face
- Understanding the most common types of objections customers raise
- Investigating customer business goals
- Identifying renewal situations where value-based selling is most advantageous

### Understand how to communicate 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 VQ™ SALES TOOL

- Designed specifically for enterprise HW and SW vendors
- Identifies key benefits of maintenance & support 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 the value of M&S and how to overcome them
- Hear about success stories from the vendor community
- Begin documenting the full value of your own maintenance and support offering
- An opportunity to benchmark yourself against industry best practices
- Receive a copy of the first-of-its-kind sales tool, the VQ™ v1.50

## 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 maintenance and support offering
- Draft a plan for documenting the value you offer
- Understand how to develop effective value-based sales & marketing collateral – both for the up-front sales as well as the renewal
- Learn how to negotiate more effectively
- Receive a copy of the VQ™ v1.50 sales tool

## Who Should Attend

This training program is a one day program designed for:

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

## The Presenter

The workshops are facilitated by the following instructors:

### Bill Rose

For almost two decades, Bill has served as an energetic and articulate advocate for the service and support industry. The founder of the Service and Support Professionals Association (SSPA) in 1989 and its chief executive for 15 years, Bill has over the last decade emerged as a global expert on best practices within the industry, and as a leading authority on ways to heighten efficiencies while at the same time building customer loyalty. Perhaps more than any other single individual, Bill is responsible for service and support becoming a highly valued, mission-critical department within the structure of Global 2000 enterprises.

Bill is also a widely acclaimed international speaker, and has authored a number of influential guides, including *Managing Software Support*, *Automating Your Support Center*, and *Taking Charge of Your Support Center*, in addition to hundreds of industry articles.

As Vice President of Services Research and the chairperson of the Technology Services Industry Association (TSIA)'s Support Services Advisory Board, Bill directed the first industry-wide best practices research on the business value of maintenance and support.

8:30-9:00 am	Continental Breakfast
9:00-9:30 am	Program Introduction & Overview
9:30-10:00 am	The Hidden Value of M&S
10:00-10:45 am	Case Study
10:45-11:00 am	Break
11:00-12:00 pm	Constructing a Benefits Framework for Your Support Offering
12:00-1:00 pm	Lunch
1:00-2:00 pm	3 Step Process for Handling Objections
2:00-2:45 pm	Understanding Stakeholders & Key Metrics
2:45-3:00 pm	Break
3:00-3:30 pm	Understanding Customers' Cost-of-Downtime
3:30-4:00 pm	Closing the Deal
4:00-4:45 pm	Overview of the M&SVQ™ Value Quantifier Sales Tool
4:45-5:00 pm	Wrap Up

### Tony Kotler

Tony is a sales and marketing practitioner with over two decades of experience. During this time, Tony's focus has been on value-based sales and marketing, and major account selling. He has authored and co-authored many research reports and white papers, including several that address sales, negotiation and pricing practices in selling technology and service solutions.

He was a co-author on the first industry research study that explored best practices in defending maintenance and support pricing. In addition, he has moderated several panel discussions on these topics at technology industry conferences.

Tony has built a track record of success at helping companies implement value-based sales and marketing strategies. Tony is one of the chief architects of Kotler Marketing's unique sales training series, *Defending Price™*, a highly acclaimed program and toolkit, which teaches sales teams to resist pricing pressure by articulating the value they offer in a credible and compelling fashion.

## A Call to Action

*“Most companies reluctantly continue to write maintenance checks to get the occasional bug fix ..., and in some cases for future functionality. But when you measure the cost per patch or support call logged, it makes the DoD toilet seat of \$ 640 look cheap.”*

*“As software ages, support costs go down nicely, and in recent years with off-shoring and automation the cost has gone down even better. But vendors are addicted to that 90+% margin.”*

*“I am squarely on the customer side and have to point out [maintenance] is one of the most empty calories in IT spend today.”*

– Vinnie Mirchandani, former Gartner analyst

## How Leading Suppliers Are Responding...

*“This course will allow us to increase the rate of closure for our maintenance and support renewals.”*

– Greg Taylor, Global Client Services, Telcordia

*“The training was well received and equipped our renewal team with the ability to effectively respond to customer objections. I highly recommend the program for any sales team that needs to explain the value of support.”*

– David Toulon, Sr. Manager, WW Service Renewals, Riverbed Technology

*“I loved the combination of relevant industry examples, participant interaction, exercises and content.”*

– Elizabeth Klingseisen, Marketing Director, Siemens Enterprise Communications

*“I thoroughly enjoyed the training and will be able to use the tools and techniques in my daily work.”*

– Regan Brekke, Manager, Global Premium Care, RightNow Technologies

## When and Where

Seminar Date	Location	Registration Deadline
June 28	Hyatt Regency Atlanta, 265 Peachtree Street, NE, Atlanta, Georgia 30303	June 26
July 17	Westin Copley Place, 10 Huntington Avenue, Boston, MA 02116	July 15
July 24	Hyatt Regency Irvine, 17900 Jamboree Rd., Irvine, CA 92614	July 22

## Fees

**Registration fees are \$1,250.00 per person.** 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: 1-202-331-0555**

**Click below to register online:**

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

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