

# DEFENDING PRICE™ IN THE TELECOM INDUSTRY

Document and Demonstrate the Full Value of Your Offering

MARKETING AND SALES TECHNIQUES FOR SUPPLIERS OF:

- *Network equipment*
- *Core and Edge devices*
- *Wireless handsets*
- *Base stations*
- *Design tools*
- *Communications semiconductors*
- *Power management devices*
- *Test equipment*
- *Operations and maintenance tools*
- *Network Management Systems*

*Participants  
receive a copy of  
the VQ™ value  
quantifier - a spread-  
sheet-based sales  
tool*

**defending  
price™**

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

Suppliers to the Telecommunications industry face a challenging sales environment. Customers are more demanding; pricing pressure is increasing, and margins are contracting. Many suppliers have responded by emphasizing the value they offer customers but most find it hard to resist demands for lower prices.

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, or could offer, in *monetary* terms. Simply put, suppliers must learn to translate everything they do for customers into a language that customers' are most interested in - *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 business 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 training program, developed specifically for suppliers that sell to telecom equipment manufacturers and service providers. Ample time is spent working with participants to document the value of their specific offerings.

### Common Sales Challenges That Are Addressed

- Understanding what value is and how to quantify and measure it
- Using spreadsheet-based sales tools and models that incorporate ROI, TCO, NPV
- 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 vendors typically promote, such as:

- Reduce time to market
- Lower downtime
- Faster time to volume
- Reduce life-cycle cost
- Minimize subscriber churn
- Maximize ARPU
- Improving quality and performance

### ABOUT THE VQ™ SALES TOOL

- Designed specifically for companies that sell to the telecom industry.
- Calculates the key benefits that most vendors want to get credit for.
- Compatible with Windows XP, 2000, and later versions.
- User-friendly and feature-rich

### PROGRAM BENEFITS:

- Learn about the key challenges of quantifying value and how to overcome them.
- Hear about success stories from the telecom supplier community.
- Begin documenting the full value of your own products and services.
- An opportunity to benchmark yourself against industry best practices.

## WHY KOTLER?

Philip Kotler literally wrote the book on modern marketing. 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 for the past 17 years.

### Consulting Services

Kotler consultants offer expertise in documenting and demonstrating the value of innovative products and services. We have advised dozens of clients on how to build a quantitative business case.

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 value-based marketing strategy.

## What You'll Get

Seminar participants will:

- Learn about industry best practices regarding presentations, sales tools, and proposals
- Develop a benefits framework for their 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™ sales tool

## Who Should Attend

The Defending Price™ seminar is a one day program designed for:

- Sales Managers and Representatives
- Marketing & Product Managers
- Field Sales Engineers
- Marketing and Sales Executives

## The Presenters

This training seminar employs the principles of adult learning and uses relevant case examples and exercises.

**Larry C. Holmberg** has more than 20 years of senior executive experience in sales, marketing and field operations at global high-technology companies. Larry has had experience ranging from design, manufacturing to marketing and sales. He has deep knowledge of the communications industry and technologies and has served on industry boards like ATIS and IEC.

Larry has developed and deployed Sales Excellence programs for major technology companies while working closely with leading sales training programs like SPIN, Value Selling, Selling to Executives and has lived and worked in North America, China/Asia and Latin America. Larry has consulted with leading technology firms on matters concerning the sales organizational structure, processes and sales training to create high performance selling teams. He also has considerable experience in sales skills assessment and development.

Throughout his career he has held a variety of executive management positions in sales and marketing. Most recently, Larry was the Senior Vice President of sales, marketing and customer support for Agilent Technologies, where he designed and managed the company's sales and service strategies leveraging his unique insights into the major issues facing global technology companies. Larry was a corporate officer and a key member of the executive team that designed and managed the spin-out of Agilent from HP. He has experience with IPO, company launch and acquisition integration and was the Chairman of the company's China Joint Venture.

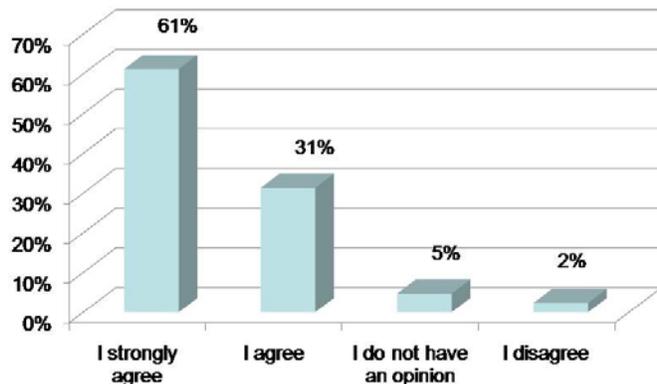
Prior to Agilent, he served in senior management positions with Hewlett Packard and Digital Equipment Corporation where he established an impressive record of building high-performance sales teams and driving sales growth. At Digital he was selected to design the Sales Excellence program, which became the standard for training and development for thousands of sales professionals and sales managers. Larry serves on the board of directors of Business Genetics, a leading business modeling company. He also serves on the Board of the AeA and the San Francisco Heritage Foundation. A BSEE graduate of Colorado State University, Larry did graduate level studies in business at CSU, where he was President of the Society for the Advancement of Management, and in the executive development program at Babson College. He is the author of "Selling Globally" and is a frequent industry keynote speaker.

## Program Content

9:00 - 9:30 am	Value-Based Sales & Marketing
9:30 - 10:30 am	Industry Issues & How to Quantify Key Benefits
10:30 - 10:45 am	Break
10:45 - 12:00 pm	Constructing a Benefits Framework
12:00 - 1:00 pm	Lunch
1:00 - 2:30 pm	Documenting Your Case - Research Techniques
2:30 - 2:45 pm	Break
2:45 - 3:30 pm	Configuring the VQ™ Sales Tool for Your Solution
3:30 - 4:30 pm	Presenting Your Value Case & Defending Your Price
4:30 - 5:00 pm	Wrap Up

## What vendors are saying...

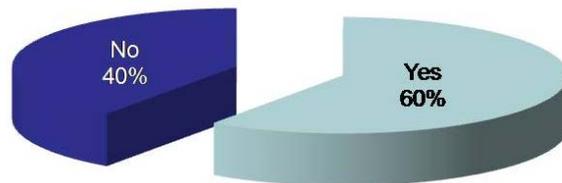
"It's become increasingly necessary to demonstrate to customers and prospects the Return-on-Investment (ROI) of our solutions."



Source: Kotler survey of 220 technology-supplier personnel

## What enterprises are saying...

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



Source: Kotler survey of 550 technology-buyer personnel

## The Defending Price™ Sales Training Series

There are no new negotiating tricks. To be able to resist the demands for lower prices suppliers must be able to articulate the value they deliver in a credible and compelling fashion. Kotler Marketing Group has had success helping our clients do just that. Our clients' results speak for themselves.

Our sales training programs are designed to help companies get a leg up on the competition. Our new and unique training programs:

- Are led by instructors that bring 20+ years of industry experience
- Feature industry-specific case studies and success stories
- Incorporate sales tools and methodologies tailored to the industry

Our training programs can be conducted on-site at your facility and are 1-2 days in duration. They are designed to:

- Teach sales, marketing and pricing personnel how to document the value they deliver
- Use the knowledge of what their products are worth to resist demands for lower prices and discounts
- Successfully package and present their value proposition

For more information on the Defending Price Training Program, or any of our Services, call us at

1-800-331-9110, or visit us at [www.kotlermarketing.com](http://www.kotlermarketing.com)