



DEFENDING MAINTENANCE & SUPPORT PRICING

SALES & RENEWAL TECHNIQUES FOR SUPPLIERS OF:

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

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.

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

- 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

WHAT OUR CLIENTS HAVE SAID ABOUT OUR TRAINING PROGRAMS:

"Very worthwhile. With the benefit of Kotler's tools and training, we're able to do a better job of defending our price!"

- Hanjoon Ryu, SVP,
Point of Care Business,
Siemens

"Kotler's sales methodology and tools, formulated by a real understanding of the way customers view IT spending decisions, provide a valuable insight into this subject area."

- Jason Butcher,
British Telecom

"Very enjoyable - great insights on customer viewpoints."

- Carl Morath,
Group Manager,
Sun Microsystems

"A good explanation of the objection handling process. Very helpful at identifying critical success factors."

- Ajay Asthana,
Director, IBM

WHY KOTLER?

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 in the technology industry for the past 15 years.

Dr. Philip Kotler is our Principal Associate and thought by many to be the world's thought-leader in marketing and sales strategy.

CONSULTING SERVICES

Kotler's Technology Services practice offers expertise in documenting and demonstrating the value of innovative technologies. We have advised many of the leading providers on sales strategy. Our proven success spans the technology industry, ranging from hardware and systems vendors, to software application vendors, and telecom providers.

Program Content

8:30 - 9:00 am	Program Overview
9:00 - 9:45 am	3 Step Process for Handling Objections
9:45 - 10:30 am	Clarifying Objections
10:30 - 10:45 am	<i>Break</i>
10:45 - 12:00 pm	Answering Objections
12:00 pm – 1:00 pm	<i>Lunch</i>
1:00 pm – 1:30 pm	Understanding Stakeholders & Key Metrics
1:30 pm – 2:15 pm	Closing the Deal
2:15 pm – 3:45 pm	Case Study & Role Play
3:45 pm – 4:00 pm	<i>Break</i>
4:00 pm – 4:45 pm	Understanding Customers' Cost-of-Downtime
4:45 pm – 5:00 pm	Wrap up

What You'll Get

Workshop participants will:

- Learn about industry sales and marketing best practices
- Master a proven process for overcoming objections
- Be given the opportunity to apply the process to their own customer situations

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

**For more information on this training program call us at
1-800-331-9110, or visit us at www.kotlermarketing.com**