



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 leads the Commercial Vehicle practice at Kotler Marketing Group. 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, Commercial Vehicle, 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 Commercial Vehicle 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 improving their pricing and bottom lines. In this workshop, Steve will cover "success stories" and will explain precisely how these suppliers resist demands for lower prices and cost-downs.

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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 VQ™ Sales Tool
4:00-4:45 pm	Presenting Your Case and Defending Your Price
4:45-5:00 pm	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

“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.

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. Suppliers that utilize the tools and techniques we teach generate gross profit improvements of 3%-5% on average.

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 this training program, or any of our services, call us at 1-202-331-0555, or visit us at www.kotlermarketing.com