



# DEFENDING PRICE IN THE LIFE SCIENCES INDUSTRY

Strengthening Negotiations with Purchasing

*Each participant receives a copy of the Life Science VQ™ value quantifier: a spreadsheet-based sales tool*

SALES & MARKETING TECHNIQUES FOR RESEARCH & BIOPROCESSING SUPPLIERS:

- *Instrumentation & Equipment*
- *Reagents, Consumables & Culture Media*
- *CROs & CMOs*
- *Bioinformatics*
- *Services*
- *Hardware & Software*

**defending  
price**

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

Suppliers in the Life Sciences 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 customers' 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 to the Life Science industry. 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, and 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 Suppliers Typically Promote, Such as:

- Improving productivity
- Improving decision-making
- Reducing R&D cycle times
- Reducing materials costs
- Accelerating time-to-market
- Reducing errors

## Who Should Attend

The workshop is a one day program designed for:

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

## ABOUT THE LIFE SCIENCE VQ™ SALES TOOL

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

## BENEFITS OF THE TRAINING

- Learn about the key challenges of quantifying value and how to overcome them
- Hear about success stories from the Life Science 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 Life Science VQ™ v1.53; used by over 75 suppliers

## WHO HAS BEEN TRAINED?

ABCAM  
ACCELERYS  
AFFYMETRIX/USB  
AGILENT  
APPLE  
APPLIED BIOSYSTEMS  
AVECIA BIOTECHNOLOGY  
BAYER  
BIOSPHERIX  
BIOTAGE  
BOEHRINGER INGELHEIM  
CAMBREX  
CAMBRIDGESOFT  
CARL ZEISS  
CAS  
CEM  
CLEARANT  
CLONEX  
CLONTECH  
CORNING LIFE SCIENCES  
DECISION RESOURCES  
DIONEX  
DOW  
DSM  
EFD  
ELSIVIER MDL  
ETRIALS  
EVOTEC  
EXPRESSION ANALYSIS  
FOSTER-MILLER  
FULL MOON BIOSYSTEMS  
GE HEALTHCARE  
GENETIX  
IDBS  
INTEGRATED GENOMICS  
JACKSON LABS  
LION  
LONZA  
MEDPACE  
MILLIPORE  
NANOSTREAM  
NATURE PUBLISHING GROUP  
NOVA BIOMEDICAL  
OHAUS  
OMNIA BIOLOGICS  
PERKIN ELMER  
PROMEGA  
QIAGEN  
RTS LIFE SCIENCES  
SARTORIUS  
SIGMA-ALDRICH  
SYMYX  
TESSELLA  
THERMO FISHER  
THOMSON SCIENTIFIC  
TOSOH BIOSCIENCE  
TRIPOS  
WATERS

## 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 customers
- Understand how to develop effective value-based sales & marketing collateral
- Receive a copy of the Life Science VQ™ v1.53 sales tool — used by over 75 suppliers

## The Presenters

The workshops are facilitated by the following instructors:

**Faye Coggins** has over 30 years experience in executive level management positions in the Life Sciences industry. She has a proven track record in marketing, sales, management and organizational coaching and development in life sciences companies. Ms. Coggins has held positions as VP Marketing for Fisher Biosciences LSR Division, Executive Director of Marketing, North America ,QIAGEN Inc., Vice President of Marketing and Sales at Cylex, Inc. a venture based company focused on immune cell function; and Vice President of WW Marketing at Life Technologies, Inc. (Invitrogen), as well as several senior level business, marketing and sales positions, at the DuPont Company, in its \$1 Billion Medical Products Division (now Siemens). Faye is a strong proponent of demonstrating and maintaining value and has successfully implemented this philosophy throughout her career. She understands the pressure that sales and marketing organizations are under and can offer “real world” practical examples on how suppliers have been able to maintain value based pricing.

**Dr. David Jarvis** has over 20 years experience in the pharmaceutical, biotechnology, and life science tools industries and a track record of improving performance in sales, service and marketing organizations. Dr. Jarvis received his undergraduate degree in Chemistry at the University of North Carolina at Greensboro and his Ph.D. in Biological Chemistry at Duke University. He has held technical, sales and marketing leadership positions in both the pharmaceutical and biotechnology industries, with GlaxoSmithKline, Life Technologies, Invitrogen and Procognia. He has particular expertise in the areas of sales force effectiveness including leading sales organizations in value based selling, in organizational process improvement and the adoption of transforming technologies in organizations.

**Rowena Roberts** has over 25 years of management experience in the life science research, medical device, and food diagnostics markets. Her experience includes marketing, product management, new product development, strategic planning, and market research. Rowena has held positions as Director of Marketing & Sales at BioInformatics, Senior Director of Marketing at KPL, Business Director at IGEN (now part of Roche Diagnostics), Product Line Business and Marketing Manager at Life Technologies (now Invitrogen), and Commercial Development Manager for biomedical products of the National Medical Care subsidiary (now Fresenius Medical Care) of W. R. Grace. She is a strong advocate of value-based marketing and sales programs that can readily be used to demonstrate monetary benefits to customers.

### Program Content

8:00-9:00 am	Continental Breakfast
9:00-10:00 am	Building the Value Case
10:00-10:45 am	Industry Case Study
10:45-11:00 am	Break
11:00-12:00 pm	Building a Benefits Framework for Your Offering
12:00-1:00 pm	Lunch
1:00-2:15 pm	Documenting the Value of Your Offering
2:15-3:00 pm	Introduction to the Life Science VQ™ Sales Tool
3:00-3:15 pm	Break
3:15-4:30 pm	Presenting Your Case & Defending Your Price
4:30-5:00 pm	Wrap Up

## Virtually Every Supplier is Being Pressured to Reduce Their Price

### How leading Suppliers Are Responding...

*“Provides a good understanding for how one would thoroughly quantify the value of different benefits we promote. The ability to do so puts us in a much stronger negotiating position.”*

– Bernard Girard, Business Development Manager, GE Life Sciences

*“The information covered in this workshop is critical to the success of any organization that finds itself in a competitive market with extreme pricing pressure.”*

– Lisa Miller, VP Academic Market, Fisher Scientific

*“I like the software that was provided and look forward to using it with customers.”*

– Rhonda Stacy-Coyle, Global Accounts Manager, Millipore

*“The exercises were so helpful and the input from the other participants was great!”*

– Cara Tomasek, Group Marketing Manager, Tosoh Bioscience

## 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