



DEFENDING PRICE IN THE LIFE SCIENCES INDUSTRY

Quantifying & Documenting the Full Value of Your Offering

MAJOR-ACCOUNT MARKETING & SALES TECHNIQUES FOR:

CROs & CMOs
Instrumentation Vendors
Bioinformatics Providers
Reagent & Diagnostic Suppliers
Service Providers
Hardware & Software Vendors
HTS Solutions Providers
Automation & Robotics Vendors

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

**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

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?

Abbott Laboratories
Accelrys
Agilent
Apple
Applied Biosystems
Avecia Biotechnology
Aventis
Bayer
Biospherix
Biotage
Boehringer Ingelheim
Cambrex
CambridgeSoft
CAS
CEM
Chemicon
Clearant
Clonex
Corning Life Sciences
Decision Resources
Doonex
Dow
DSM Pharmaceuticals
EFD
Elsivier MDL
Epix Medical
eTrials
Evotec
Fisher Scientific
Foster-Miller
Full Moon Biosystems
GE Healthcare
Genelogic
Genetix
GRI
IBC
IDBS
Imperial Graphics
InfoPro Solutions
Intergrated Genomics
Interwoven
Jackson Labs
LION
MDL
Medpace
Millipore
Nanostream
Nature Publishing Group
Nova Biomedical
Ohaus
Omnia Biologics
Perkin Elmer
PWC
RTS Life Sciences
Sartorius
Siemens
Sigma-Aldrich
Tessella
Thermo Electron
Thomson Scientific
Tripos
Waters

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

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:

Ron Baker is a sales and marketing executive with over 25 years of experience in the life sciences industry. He has a proven track record marketing products and services to pharmaceutical, biotech, and clinical laboratory customers while in executive roles at BioReliance (now part of Invitrogen), International Clinical Labs, Corning Healthcare, and Hoffman-LaRoche. Ron is a strong proponent of documenting and demonstrating value in monetary terms and has successfully practiced this sales approach throughout his career, in a variety of settings and market segments. As a seasoned sales executive, there isn't an objection he hasn't heard or a situation he hasn't encountered. He understands the pressure that sales organizations are under and can offer practical and relevant examples of how suppliers have been able to counter customers' demands for lower price.

Tony Kotler has focused on working with client firms to better understand, measure, and communicate the value of their products, systems, and services. He has had articles and papers regarding value-based sales and marketing published in *BtoB*, *Marketing News*, and *Selling Power*. He has presented on the topic of value-based pricing conferences, events, and tradeshows. He is a co-author of several research reports and guides, including a recent study that examines how buyers evaluate purchase decisions in the life sciences industry, as well as how suppliers attempt to influence the purchase decision. He has trained dozens of leading suppliers to more effectively defend their price. Over the years, Tony has worked with many leading suppliers, including Qiagen, MDL, and LabVantage. He has also consulted with many leading pharmaceutical companies, including Pfizer, Serono, Bayer, Novartis, and Merck.

Program Content

9:00 - 9:45 am	Building the Value Case
9:45 - 10:30 am	Research Findings: How buyers evaluate purchase decisions; how suppliers attempt to influence them
10:30 - 10:45 am	Break
10:45 - 12:00 pm	Industry Case Study
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	Documenting the Value of Your Offering
2:00 - 3:00 pm	Documenting Value Using Research Techniques
3:00 - 3:15 pm	Break
3:15 - 4:00 pm	Packaging & Presenting Your Value Case
4:00 - 4:45 pm	Using the Life Sciences VQ™ Value Calculator Sales Tool
4:45 - 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 Healthcare

"The training was well done with good presentation and clear objectives. Good coverage and very applicable to my business." - Rodney Day, Director, Lab Automation and Solutions, Bayer Diagnostics

Good stimulating content. The value calculator should help my team to better defend price by forcing us to translate the claims we make into a financial business case for our customers." - Jerry Hacker, VP Sales, LabVantage

"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

"The workshop was excellent! The ability to present an return-on-investment (ROI) based case is important in every market segment and customers require it." Debra Harrsch, Director of Marketing, Thermo-Electron

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