



USING ROI TO SELL TO THE LIFE SCIENCES INDUSTRY

A KOTLER MARKETING AND SALES SEMINAR

February 26, 2004 - Washington, DC

March 7, 2004 - Chicago, IL

March 18, 2004 - Washington, DC

March 29, 2004 - Boston, MA

MAJOR-ACCOUNT MARKETING & SALES TECHNIQUES FOR:

Contract Manufacturers
Contract Research Organizations
Instrumentation Vendors
Bioinformatics Providers
Reagent & Diagnostic Suppliers
Service Providers
IT Solutions

*Hear results
from our recent
ground-breaking
survey of vendor
and customer
ROI practices.*



KOTLER MARKETING GROUP

WHY AN ROI SALES TRAINING PROGRAM?

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 incorporating Return-on-Investment (ROI) claims into their sales and marketing programs and most have developed sales tools designed to demonstrate the value of their products and services. However, you can do everything right when it comes to building a solid ROI-based case, but still fail to achieve your goals if your sales and marketing organization lacks the proper ROI selling skills.

That's why Kotler Marketing Group has developed a first-of-its-kind training program, developed specifically to help marketing and salespeople in the Life Sciences industry understand the challenges of ROI-based selling and how to systematically overcome them. In our training program, we walk you through all the stages of the ROI selling process, including:

- Understanding what ROI is and how to measure it
- Identifying situations where ROI-based selling is most advantageous
- Building spreadsheet-based sales tools
- Planning for the initial sales call
- Investigating customer requirements
- Using ROI research to strengthen and reinforce customer relationships

Common Sales Challenges Addressed By ROI Training

- Knowing how to approach customers and prospects in the Biotech and Life Sciences industry about conducting an ROI analysis
- Explaining ROI calculations and various financial metrics (e.g., TCO, Payback, IRR)
- Quantifying the value of reducing drug discovery costs and lead time, or of improving go/no-go decisions
- Avoiding exaggerated claims that undermine the credibility of the ROI analysis
- Responding to customer and prospect skepticism and objections (e.g., "Your competition is priced lower.")
- Understanding competitors' ROI analyses, and comparing and contrasting various ROI methodologies
- Effectively incorporating ROI analyses and findings into presentations, proposals, and needs assessments

What You'll Get

Seminar participants will:

- Learn about industry best practices regarding ROI presentations, sales tools, and proposals
- Develop a benefits framework for their products & services
- Draft a ROI research agenda
- Understand how to develop effective ROI collateral

LEARN HOW CUSTOMERS AND COMPETITORS ARE USING ROI

- Participants receive results from Kotler's ground-breaking survey of ROI practices
- Findings based on experiences of hundreds of enterprise customers as well as vendors.
- Learn what benefits are important to customers
- Learn where vendors are focusing their ROI efforts

WHAT CLIENTS HAVE SAID ABOUT KOTLER'S ROI SERVICES:

"Good, stimulating content!"
-Jerry Hacker,
VP of Sales
LabVantage

"A good explanation of the ROI case-building process. Very helpful at identifying critical success factors."
-Ajay Asthana Ph.D,
IBM Life Sciences

"The work product and tools developed as part of this project have been one of the key reasons why we've begun to accelerate customer adoption and negotiate higher licensing fees."
-Bob Van Dam,
SciQuest

WHY KOTLER?

Kotler Marketing Group brings a unique blend of knowledge and experience to bear on your ROI strategy.

■ Marketing & Sales Training

Kotler Sales & Marketing training programs have been delivered to Global 2000 and startups in the Life Sciences industry for the past 15 years.

■ ROI Services

Kotler's ROI Services practice offers expertise in documenting and demonstrating the value of innovative technologies. We have advised dozens of clients on ROI strategy. Our proven success spans the Life Sciences industry, ranging from pharmaceuticals and diagnostics, to medical supplies, and others.

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 ROI-based marketing strategy.

Who Should Attend

Kotler Marketing Group's ROI seminar is a one day program designed for:

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

The Presenters

Training is delivered by consultants who offer a unique blend of expertise in implementing ROI sales and marketing programs, consultative selling techniques, and facilitating interactive training. This ROI seminar employs the principles of adult learning and uses relevant case examples and exercises. Job aids are also provided to reinforce learning back on the job. The seminar will be lead by:



Tony Kotler leads the ROI services practice at Kotler Marketing Group. Tony has expertise in ROI-based sales and marketing. He has helped companies in a number of different industries - including Life Sciences - to build compelling, ROI-based business cases and collateral. He has presented on the subject at conferences and events and has published articles in a number of magazines including *Marketing News*, and *Selling Power*. He has conducted numerous training programs on ROI-based sales and marketing, for both Fortune 500 companies and technology startups.

Eric Langer has over 17 years experience in marketing management and marketing research. He is an experienced medical and biotechnology market strategist, practitioner, market researcher, and science writer. He teaches Biotechnology Marketing, Marketing Management, Services Marketing, Advertising Strategy, Effective Communication in the Sciences at Johns Hopkins and American Universities. He has his Masters Degree in International Business and Marketing, American University, and his undergraduate in Chemistry from the University of Maryland. He has worked in senior management positions for biotechnology companies, and has consulted with both large and small organizations in assessing and evaluating marketing strategies and tactics.



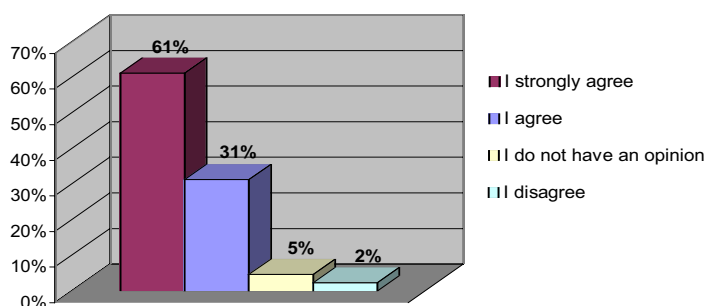
Rowena Roberts, PhD, MBA, has over 15 years experience in the business of biotechnology and 10 years experience as a microbiologist. Her expertise includes development of global business and marketing programs for molecular biology products, including restriction enzymes, DNA polymerases, DNA-based diagnostic kits, in vitro toxicology testing kits, renal dialysis products, device-based cancer treatments, and other areas of biotechnology and safety testing. She has managed molecular biology portfolios worth in excess of \$100 million, has prepared over 20 business and marketing plans, and has authored 10 scientific papers.

Program Content

7:30 - 8:00 am	Registration
8:00 - 9:30 am	ROI-Based Sales & Marketing
9:30 - 9:45 am	Break
9:45 - 12:00 pm	Building ROI Sales Tools
12:00 - 1:00 pm	Lunch
1:00 - 3:00 pm	Quantifying Value: ROI Research Techniques
3:00 - 3:15 pm	Break
3:15 - 4:15 pm	Getting Customer Buy-In
4:15 - 5:00 pm	Developing ROI Collateral: Best Practices & Benchmarks

What vendors are saying...

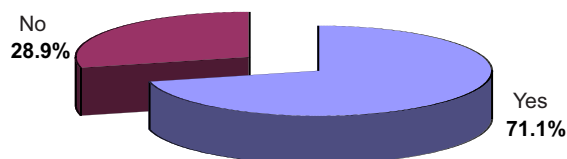
"It's become increasingly necessary to demonstrate to customers and prospects the Return-on-Investment (ROI) of our solutions."



Source: Kotler Marketing Group

What enterprises are saying...

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



Source: Kotler Marketing Group

When & Where

Seminar Date:

February 26, 2004 – 8am - 5pm

March 7, 2004 – 8am - 5pm

March 18, 2004 – 8am - 5pm

March 29, 2004 – 8am - 5pm

Location:

Gaithersburg Hilton – 620 Perry Parkway – Gaithersburg, MD 20877

Marriott Downtown – 540 North Michigan NE – Chicago, IL 60611

Gaithersburg Hilton – 620 Perry Parkway – Gaithersburg, MD 2087

The Colonnade – 120 Huntington Ave. – Boston, MA 02116

Early Registration Deadline:

January 26, 2004

February 6, 2004

February 20, 2004

March 1, 2004

Fees

Register early and pay only \$855 per person - a 10% savings. Thereafter, registration fees are \$950 per person.

Lunch is included in all registrations.

Group Discounts are Available

Building an ROI Case is a company-wide effort. If you and your colleagues are interested in attending the seminar, please call 202-331-0555 for group discount information.

Cancellations

Should you be unable to attend for any reason after registering, please inform Koter Marketing Group *within ten (10) business days of the program date*, and you will receive a credit voucher for the full amount, or a full refund less a \$195 non-refundable deposit will be issued.

Registration Form USING ROI TO SELL TO THE LIFE SCIENCES INDUSTRY

Please check one:

- February 26, 2004 – 8am - 5pm Gaithersburg Hilton – 620 Perry Parkway – Gaithersburg, MD 20877. *Lunch provided.*
- March 7, 2004 – 8am - 5pm Marriott Downtown – 540 North Michigan NE – Chicago, IL 60611. *Lunch provided.*
- March 18, 2004 – 8am - 5pm Gaithersburg Hilton – 620 Perry Parkway – Gaithersburg, MD 20877. *Lunch provided.*
- March 29, 2004 – 8am - 5pm The Colonnade – 120 Huntington Ave. – Boston, MA 02116. *Lunch provided.*

(MR./MRS./MS.) FIRST NAME

LAST NAME

POSITION/TITLE

FUNCTION (E.G. SALES, MARKETING)

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

COUNTRY

TELEPHONE

FAX

EMAIL

PAYMENT:

____ Check payable to KOTLER MARKETING GROUP

____ VISA ____ MC ____ AMEX

CARD NUMBER _____

EXP. DATE _____

SIGNATURE _____

NAME ON CARD _____

MAIL: KOTLER MARKETING GROUP
925 15TH STREET, NW
4TH FLOOR
WASHINGTON, D.C. 20005

FAX: 202-331-0544

CALL: 202-331-0555
OR TOLL FREE: 1-800-331-9110

For more information on Kotler Marketing Group's ROI Training Program, or any of our ROI Services, call us at 1-800-331-9110, or visit us at www.kotlermarketing.com