Buyer in right spot on team

deals in
-
  functions & costs
-
  specifications & costs
-
  vendor capability & function costs
-
  competition & function costs

We had one of his VA techs.

Now another.
Believe in competition - ATT
HAPPY BE HERE
MR KRAMER SET THE TONE

WILL SHOW
1. BUYERS USING VAT - GREAT ADDL. CONTRIB.
2. IN DOING SO BECOME STRONG TEAM MEMBERS
3. CONTRIBUTE -
   a. MORE EARNINGS FROM TEAM
   b. II INDIVIDUALLY

WILL DO THAT BY SHOWING
1. WHAT VA REALLY REALLY IS
2. WHAT SOME KEY PURCH TECH ARE
3. WHAT BUYERS DO
4. HOW THEY DO IT
5. WHAT RESULTS THEY GET IN
   COMMERCIAL COMPETITIVE
   BUSINESS
6. WHAT YOU CAN DO TO START
   AND HELP THEM

WILL ANSWER YOUR QUESTIONS
VA IS COACHING FOR CHAMPIONS

COMPETITIVE GAME

GOALIE - WIN THE GAME

HOW DO WE EQUIP & HELP HIM?

SOME OF YOU - SOME VA

VA IS FUNCTION/CO$T RELATIONSHIPS

NOT MATERIAL/CO$T

YOUR IDEAS

VA = VE = VM

YOU IDEAS MAY NOT BE RIGHT

FORGET THEM FOR MOME'NT

NEUTRALIZE THEM FOR THE

BUYER BUYS FUNCTION - NOT MATERIAL

SERVICE PROCESS

NOT EASY BUT

CAN BE LEARNED & DONE

MOST PUBLICATIONS SHOW

CHANGED MATERIAL PROCESS

CALL IT VA

THAT'S THE RESULT -

NOT THE METHOD

LETS SEE HOW HE GETS THE

BIG ONES

THE HARD ONES
Decides will buy function
whole team may help
his job - as goalie
keep the money in the till
of the home team

Let's learn by seeing
- what he does
- how he does it

On some meaningful examples

Show VUE Graph

Selected examples to illustrate
buyer of
1 - basic raw material
2 - high volume parts
3 - low volume items
4 - a mix of typical purchases
5 - a construction item
1
2
3
4 Royalty
5 Diamond Ring
6 Dw - DR - 52
   Minnie
   Nick
   Coy
   Lotta
   Jane
7 Former 9 But