

Philips Medical Systems

2007 Marketing Dashboard

Welcome to our audio overview of Philips Medical Systems competitive advantages – the 2007 Marketing Dashboard.

As we kick off 2007, your key sales messages are here on CD, ready for you to refer to when preparing for sales calls. They will help broaden your ability to sell a true One Philips solution to your customers with in-depth knowledge of modalities you may not already be very familiar. In addition, you will be challenged to learn some new insights about modalities & products you may already be very well versed in.

With these audio tracks you can access the latest, most direct strategic thinking on what's current, what's new, and most importantly, about the unique advantages customers gain through the acquisition of Philips products and services. In each of these messages you will find:

- A brief overview of each modality's competitive advantages
- Reasons why your customers should consider Philips
- How to overcome potential objections
- Key competitors & their product offerings

As always, we thank you for your efforts. Good luck, and we look forward to a great 2007.

Best regards,



Richard Fabian
Vice President of Marketing Imaging Systems

Title	Presenter
1. Introduction	Richard Fabian Vice President, Marketing Imaging Systems
2. Cardiovascular X-ray	Andy Dunn Director, CV X-ray Marketing
3. CT	Anupam Phukan Field Marketing Manager, CT
4. Diamond Select, Refurbished Systems	Jim Moran Director, Equipment Remarketing
5. General X-ray	Scott Burkhart Vice President, General X-ray Marketing
6. MRI	Michael Rodgers Director, MR Marketing
7. Hybrid Imaging	Johann Fernando Vice President, Nuclear Medicine
8. Philips Medical Capital	Tim Evenson Vice President, PMC Sales & Marketing
9. Product Security	Kris Knight Senior Marketing Manager, Product Security
10. Ultrasound	Beverly Plost Senior Marketing Manager, Ultrasound

