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1. Purpose 目的

This procedure aims on

本制度的目的在于:

- provide guideline on IS pricing process and special price application process;
给 IS 产品定价和特价申请流程提供指导;
- clarify responsibility of related departments in different stages of the process;
明确相关部门在各流程每阶段的职责;
- improve efficiency of quotation /reduce communication cost, and
提高报价效率、降低沟通成本;
- simplify special price application process.
简化特价申请流程。

2. Scope 适用范围

This process is applicable to IS pricing and special price management within Philips Healthcare Mainland China.

该流程适用于飞利浦中国医疗保健事业部大中华区 IS 产品的定价和特价管理。

3. Terms 定义

IS-BU Director: IS Marketing BU Head

IS-MD: IS Marketing Head

IS-FC: IS Financial Controller

IS-Pricing: IS Pricing Project Manager

IS-PS: IS Product Specialist/Product Manager

DM: District Manager

CM: Channel Manager

AM: Area Manager

SD: Sales Director

SPA: Special Price Application Form 《特价申请表》

Target price: our expectation to achieve on average for the solution based on value to customers & their willing to pay

目标价格:基于产品给予客户的价值&客户对价格的接受能力而确定的我们希望获得的平均价格。

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The Target price in here only refers to NET target price, includes Philips product (included 3rd Party Product), Standard Application Training, Standard Installation, and Standard Warranty.

BUT excludes Extended Warranty, Non-included 3rd party product, Site Preparation and other Provisions, for instance: Oversea training, Clinical research etc.

目标价格指净目标价，包括飞利浦产品（已内含第三方产品），标准应用培训，标准安装和标准保修的费用。

但不包括延长保修，非内含的第三方产品，机房的准备和其他预留费用，例如：海外培训，临床科研费用等。

Special price: When estimated OIT price (NET) is less than target price (NET)/ standard price or SUM of Target prices/Standard prices.

特价:当预估的净进单价小于净目标价格/标准价或目标价/标准价的总和时，则为特价。

Bundle deal: Multi-Modality sales in one single deal

打包销售:单笔交易中含有 Multi-Modality 产品。

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4. Responsibilities 职责

4.1 Pricing process 定价流程

4.1.1 Philips Direct deals 飞利浦直销

Owner 所属人	Responsibilities 职责
IS BU Director	Define "IS Price Guideline" 确定《IS 价格指导》
SD	Involve in defining target price 参与确定目标价格
IS-FC/MD	Jointly approve quarterly "IS Price Guideline" 共同批准季度《IS 价格指导》
IS Pricing	Support IS-BU Director to define & update "IS Price Guideline" 支持 IS- BU Director 确定和更新《IS 价格指导》 Release "IS Price Guideline" after approval 发布《IS 价格指导》


4.1.2 Wholesale and Distributor deals 协议代理商销售

Owner 所属人	Responsibilities 职责
IS BU Director	Define "IS Standard Price List" and "Promotion Price" (if any) 确定《IS 标准价格表》和“促销价”（如果需要）
IS-FC/ MD	Jointly approve quarterly "IS Standard Price list" and "Promotion Price" (if any) 共同批准季度《IS 标准价格表》和“促销价”（如果需要）
IS Pricing	Align & Release "IS standard Price list" and "Promotion Price" (if any) 调整并发布《IS 标准价格表》和“促销价”（如果需要）

4.2 Special Price application 特价申请

4.2. Single modality 单一产品线

Owner 所属人	Responsibilities 职责
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AM/DM/Channel Sales Manager	<ul style="list-style-type: none"> Submit "Special price application form" with verifiable justification 提交《特价申请表》及可证实的理由 Indicate clearly the bidding model, estimated win bid price & competitor details, etc. 阐明竞标模式, 预估赢标价和竞争方的详情等 According feedback to implement special price or not. 根据回馈确定是否实施特价 Submit approved special price application form and other relative supporting documents for OIT purpose OIT 时提交获得批准的特价申请表和其他相关支持文件
IS-BU Director	Review the application based on Sector price guideline and Market strategy and decide 'GO' or 'NO GO' 基于部门的价格指导和市场战略审核特价申请并决定是否准予
SD	Review the Area and Region price performance and approve the application (if ok) 审核区域的价格业绩表现并批准申请 (若对特价申请无异议)
IS-FC	If IS BU Director gives 'GO' signal, FC to review application and support the case (if the case is soundly justified and compliance with Philips policy) 若 BU Director 批准特价申请, FC 应审核特价申请并支持该交易 (若该交易完全符合飞利浦政策规定)
F&A Commercial team	File the approved special price application form and other relative supporting documents 归档获批的《特价申请表》和其他相关支持文件

4.2.2 Multi-modality(Bundle deal)打包销售

Owner 所属人	Responsibilities 职责
AM/DM/Channel Sales Manager	<ul style="list-style-type: none"> Submit "Special price application form" with verifiable justification 提交《特价申请表》及可证实的理由 Indicate clearly the bidding model, estimated win bid price & competitor details, etc. 阐明竞标模式, 预估赢标价和竞争方的详情等

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	<ul style="list-style-type: none"> According feedback to implement special price or not. 根据回馈确定是否实施特价 Submit approved special price application form and other relative supporting documents for OIT purpose OIT 时提交获得批准的特价申请表和其他相关支持文件
IS Pricing	<ul style="list-style-type: none"> Discuss with BU Director /AM /FC to check if any key account competitive strategy; 与 BU Director、AM、FC 共同商讨是否为关键客户的策略性销售 Breakdown bundle price; Prepare TMIP; 拆分打包价格; 准备 TMIP Monitor and Record Special price application. 记录和监测特价申请
SD	Review the Area and Region price performance and approve the application (if ok) 审核区域的价格业绩表现并批准申请（若对特价申请无异议）
IS-FC	Review application and support the case, if the case is soundly justified and compliance with Philips policy. 审核特价申请并支持该交易，若该交易完全符合飞利浦政策规定
IS-MD	2nd or finally approve special price application 第二级或最终批准特价申请
F&A Commercial team	File the approved special price application form and other relative supporting documents 归档获批的《特价申请表》和其他相关支持文件

5. Procedures 流程

5.1 Pricing process 定价流程

5.1.1 Philips Direct deals 飞利浦直销

The quarterly IS price guideline is rendered to provide guide for Philips' Philips Direct deals, based on what we expect to achieve on average for the solution based on value to customers and their willingness to pay and historical price performance

基于产品带给客户的价值和客户的购买能力及历史销售价格，IS 市场部每季度方便《IS 价格指导》为

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飞利浦直销提供报价指导。

5.1.2 Wholesale/distributor deals 协议经销商销售

Distributor: Quarterly IS standard price list is updated based on the distributors' YTD or historical performance.

销售: 季度《IS 标准价格表》根据经销商年累计销售价格或历史业绩更新。

Wholesale: Yearly IS standard price list shall consider the wholesaler s' last year performance.

销售: 年度《IS 标准价格表》基于上一年度的 wholesaler 业绩情况而定。

5.2 Special price application Process 特价申请流程

5.2.1 Single-modality 单一产品线

Please refer to No 10 **Flow Chart, 10 .1** and **No 4 Responsibilities: Special price application-single modality** for detailed process and responsibility of each owner in the process.

请参考第 10 章流程图 10.1 及 第 4 章职责:特价申请--Single modality, 了解每个部门在流程中的细节和职责。

5.2.2.1 Multi-modality (Bundle deal) 打包销售

Escalation to GSS HQ is required, if the packaged prices cannot meet the threshold amount as defined.

The completed TMIP application must include both equipment and CS part and send to the largest stake in package, with a copy to GSS IS F&A.

一旦特价申请需要升级到 GSS HQ, 特价申请需要提交给该产品包预计售价最大产品的 GSS BU 经理, 并抄送至 GSS IS F&A。申请文件需包括整体产品计算及相关客户服务费用(如有)。

Please refer to No 10 **Flow Chart, 10.2** and **No 4 Responsibilities: Special price application process of multi- modality** for detailed process and responsibility of each owner in the process.

请参考 第 10 章流程图 10.2 及第 4 章职责: 特价申请--Multi Modality, 了解每个部门在流程中的细节和职责。

Attention Point 注意:

- If the estimated OIT price (NET) is less than target price (NET) or sum of target prices(NET), applicant shall apply special price before bidding
如果预估的净进单价低于净目标价格或净目标价格的总和, 须在投标之前报备申请.
- If special price application is rejected, the applicant shall execute the target price or increase the asked price and restart the special price application process
一旦特价申请不被批准, 则实施目标价格或在原有申请价格上加价并重新进行特价申请
- following supporting documents shall be provided for Special price application :
申请特价时需提供如下支持文件:

- Special price application form
特价申请表
- Selcat with 3rd party product list
带有第三方产品清单的产品配置清单
- Pricing letter per DDP requirement
根据 DDP 要求提交的 Pricing letter

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6. Other Declarations 其他宣告:

6.1 Once this SOP puts into force, those original policies that are conflict with this policy, should comply with this SOP.

本SOP生效后, 原有政策与本SOP有冲突的, 一律以本SOP为准。

6.2 Rules and standards used in this SOP are set integrative by IS Marketing of PH-Greater China, and should hold the rights of explanation and rights for execution with reference.

本SOP中具体条款及执行标准由PH大中华区IS市场部统筹管理, 并拥有解释权及参照执行权。

6.3 Those not clearly stated shall rise to top management of PH-Greater China through IS Marketing of PH Greater China for handling.

本SOP中未尽或概念不明确事宜, 须通过PH大中华区IS市场部提交PH大中华区最高管理层处理。

6.4 Special responsibility appointed to management 管理层的具体责任

All sales & marketing functions who need to handle pricing/ quotations hold full responsibility to read this policy carefully. Area/ District Managers should take lead and ensure their KAM, Supervisors and Sales representatives fully comply with the policy.

所有需要处理定价、报价的销售和市场职能部有义务详细阅读本政策。区域经理应带头并确保自己的重点客户经理、销售主管和销售代表严格履行此政策。

7. References 相关文件

SOP-F&A-004 Bidding Management Process

SOP-F&A-005 Order In Take (OIT) Procedure

8. Appendix 附录

SOP-MKT-006a1 Special price application form

SOP-MKT-006a2 Pricing letter template

9. Revision History 修改历史

Version	Date	Author	Description of changes
1.0	SEP 1,2011	XIONG Katie	New Issue

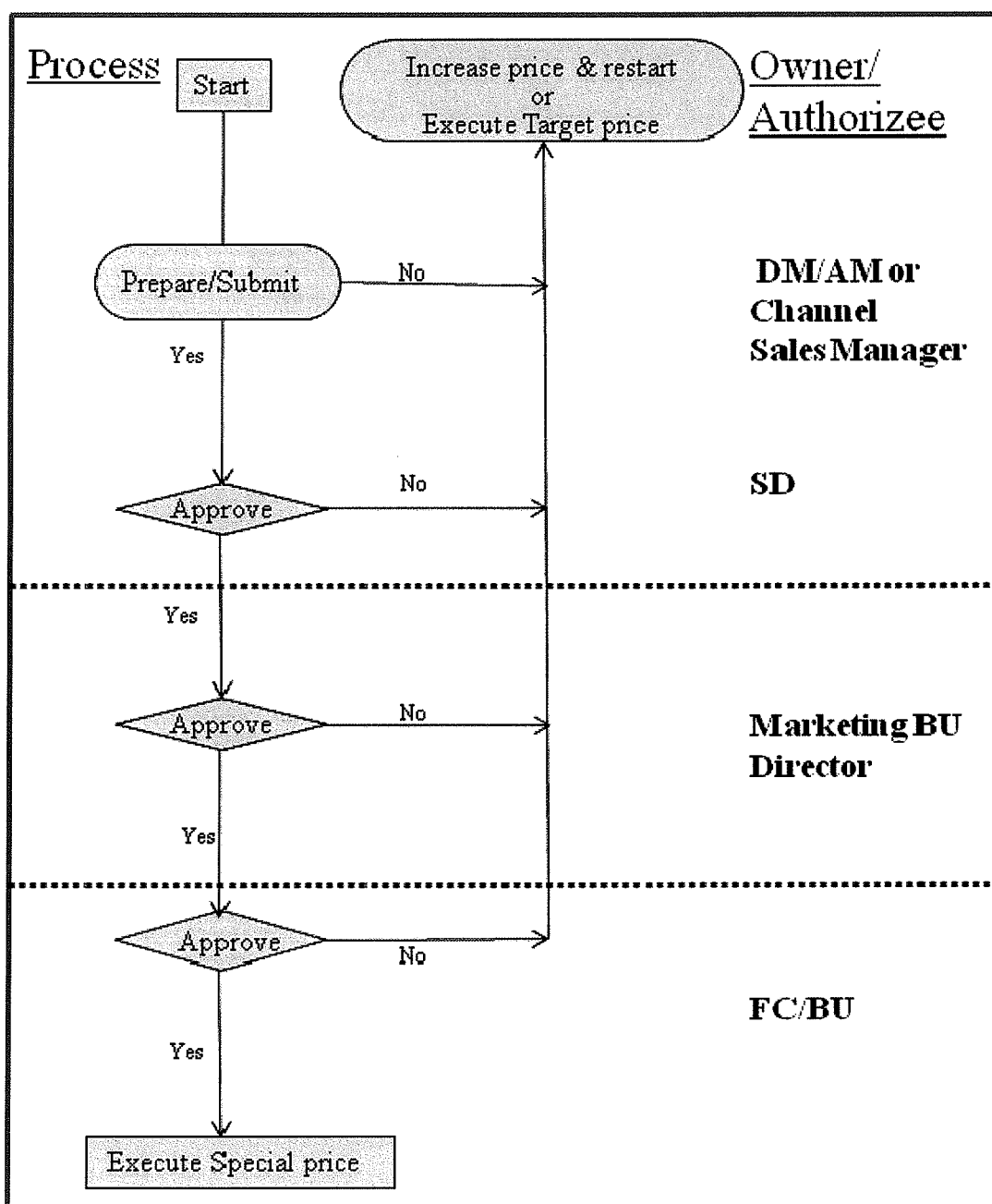
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10. Flow Chart 流程图

10.1 Special price application process of single modality

特价申请流程— single modality

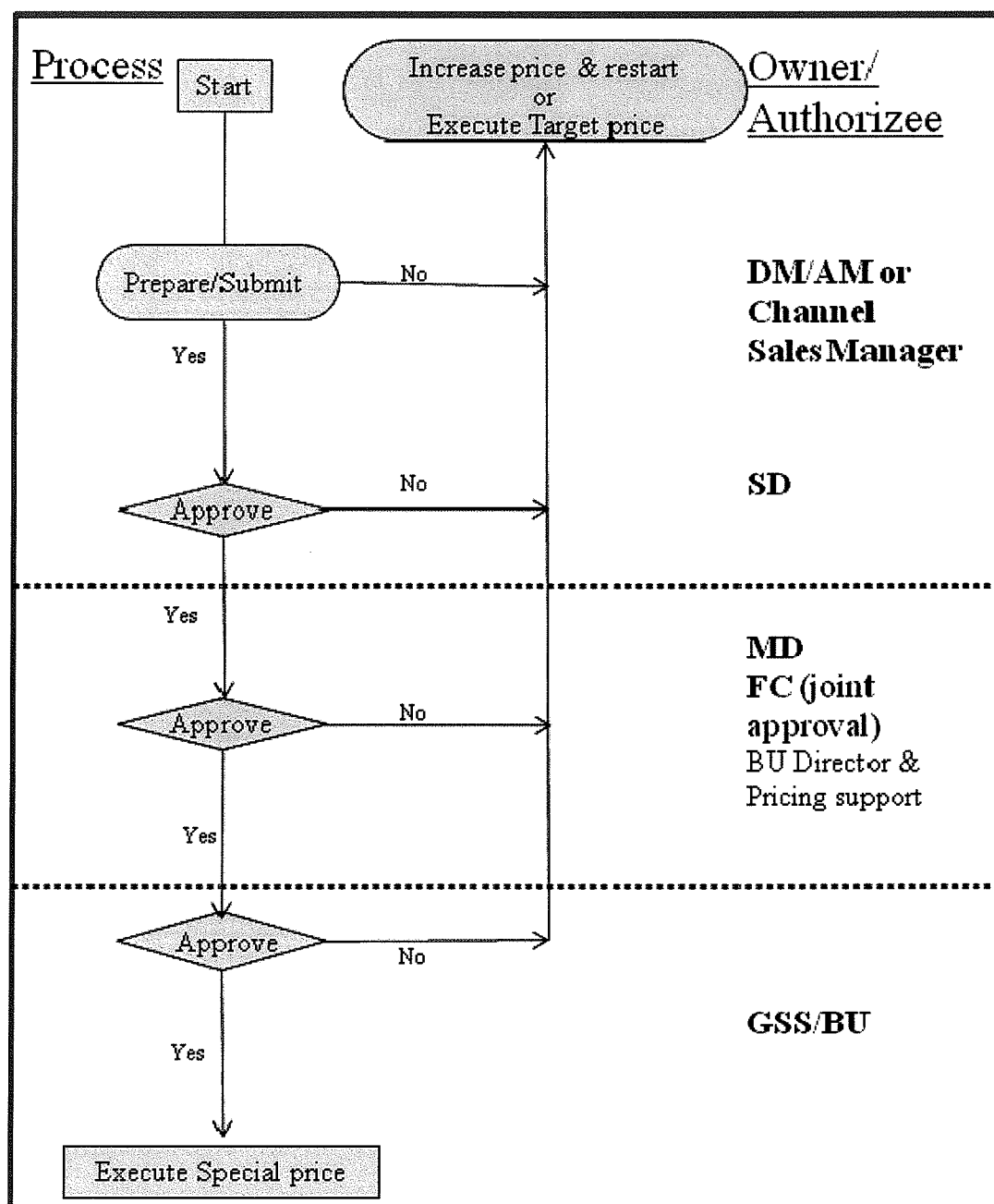


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10. 2 Special price application process of Multi modality(Bundle deal)

特价申请流程— Multi modality (打包销售)



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