

Workshop - fees, prices, and value

Pricing legal services to simultaneously address client concerns and optimise firm returns is fiendishly difficult. Ever-increasing competition among law firms, increasingly sophisticated clients, savvy in-house counsel and legal services buyers and emergence of new market segments, are driving rapid changes to service delivery and pricing.

The game keeps moving on. Yesterday's best practice in professional services pricing may be today's problem, and a big loser tomorrow. One size does not fit all: hitting the wrong note with your fees and pricing structures can cost you valuable work and important revenues.

Julian Midwinter & Associates can help with a professional development workshop to assist your partners and practice leaders to better understand what clients want and how they can:

- communicate value
- effectively explain fees and pricing structures
- overcome price obstacles
- improve financial outcomes for the firm
- implement positive invoicing practices
- use alternate fee structures to increase your attractiveness to clients
- handle difficult conversations
- address complaints about fees.

Our tailored, interactive, and highly participative workshops provide you with contemporary insights from our research, new ideas and useful strategies to tackle this complex area of client relationships and generate better outcomes for your firm.

We use a combination of presentations, practical exercises, real-life examples, and interactive discussion to engage workshop participants. Your team will develop valuable skills to start conversations about pricing, value, and money and create positive and profitable results.

If your lawyers need help to get the fees they deserve or better communicate their value to clients, enlist our support.

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