

Workshop - more conversations about fees, prices, money, and value

Fees and pricing is always a tricky topic to broach with clients. While many senior professionals have come to grips with clearly communicating their fees and price structures, it is often treated as a difficult and negative conversation, and sometimes avoided.

Over many years, Julian Midwinter & Associates has developed useful strategies for professionals to take charge of pricing conversations and effectively navigate client concerns and issues while communicating value.

This highly participative workshop will help your professionals to handle thorny issues when talking to clients about fees, prices, money, and value, and profitably and attractively package their services.

The workshop covers:

- getting to grips with client concerns and constraints
- navigating price obstacles
- establishing budgets and realistic expectations
- estimates and fixed fees
- project scoping
- stating assumptions positively
- managing matters within the boundaries
- beware: "scope creep"
- constructive conversational dynamics around value
- saying no in acceptable ways
- what to do when you come under fire about fees
- putting it into practice.

"More conversations about fees, prices, money, and value" is an advanced workshop for those senior lawyers and professionals charged with managing relationships with business, corporate, and government clients.

To really create some impact, this workshop is a great way to get your team thinking and acting more strategically about pricing conversations with contemporary insights from our research, lots of new ideas, and useful strategies to tackle this complex area of client relationships.

To achieve better results when your professional talk to clients about fees, prices, money, and value, enlist our support.

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