

Helping ambitious accountants build better firms

Pricing webinar

30th April 2025

Format of today

- Quick look at WHY pricing is so important
- Run through 17 pricing tools
- Dive into your questions
- Make you an offer, backed by a guarantee
- Some quick wins

How confident are you on pricing?

1-10 – please populate the chat box

Why is pricing so important?

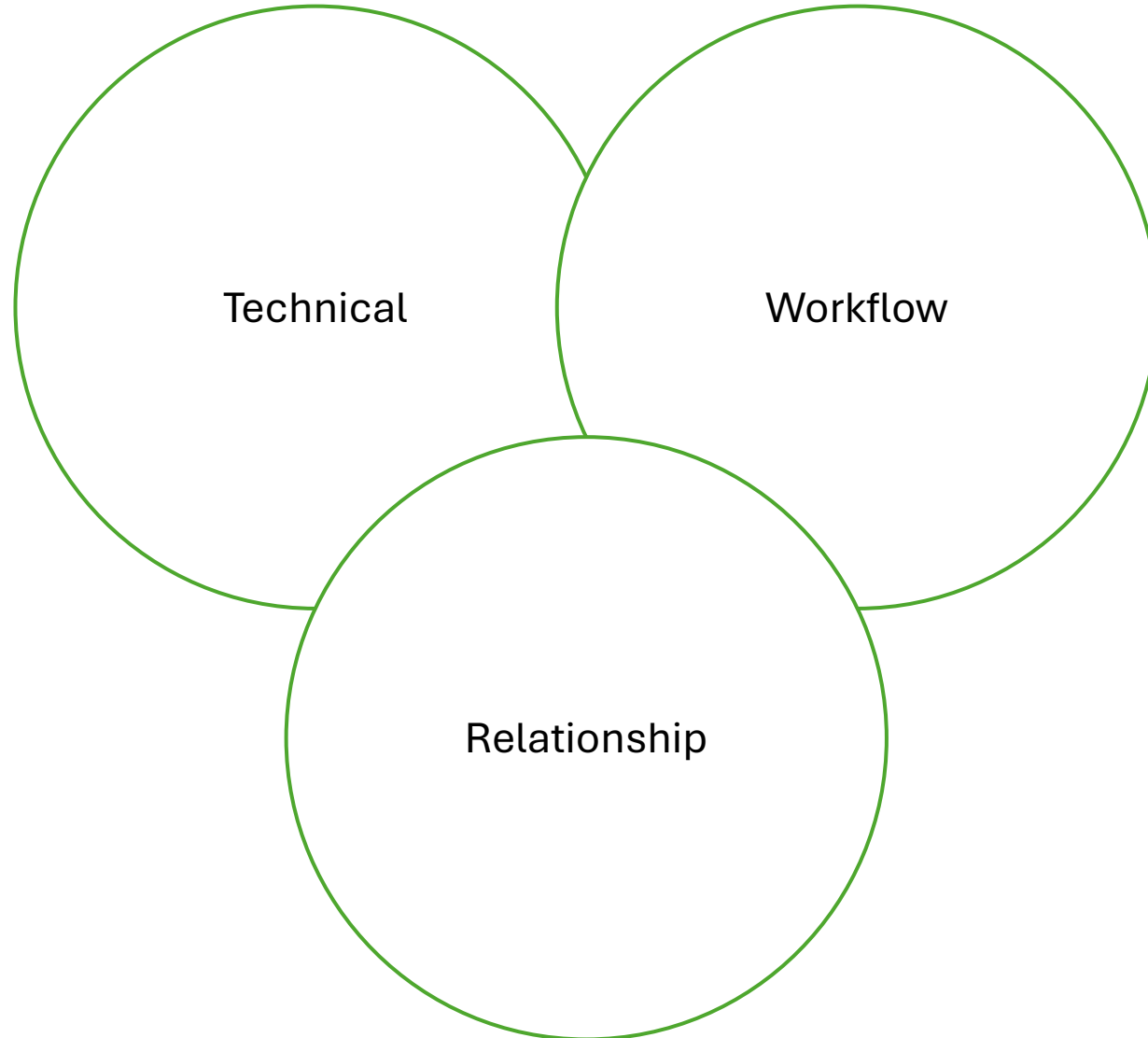
5 levers of FFTEE growth

1. **Price/value**
2. **Efficiency**
3. **Client selection/deselection**
4. **Service offering**
5. **Team engagement**

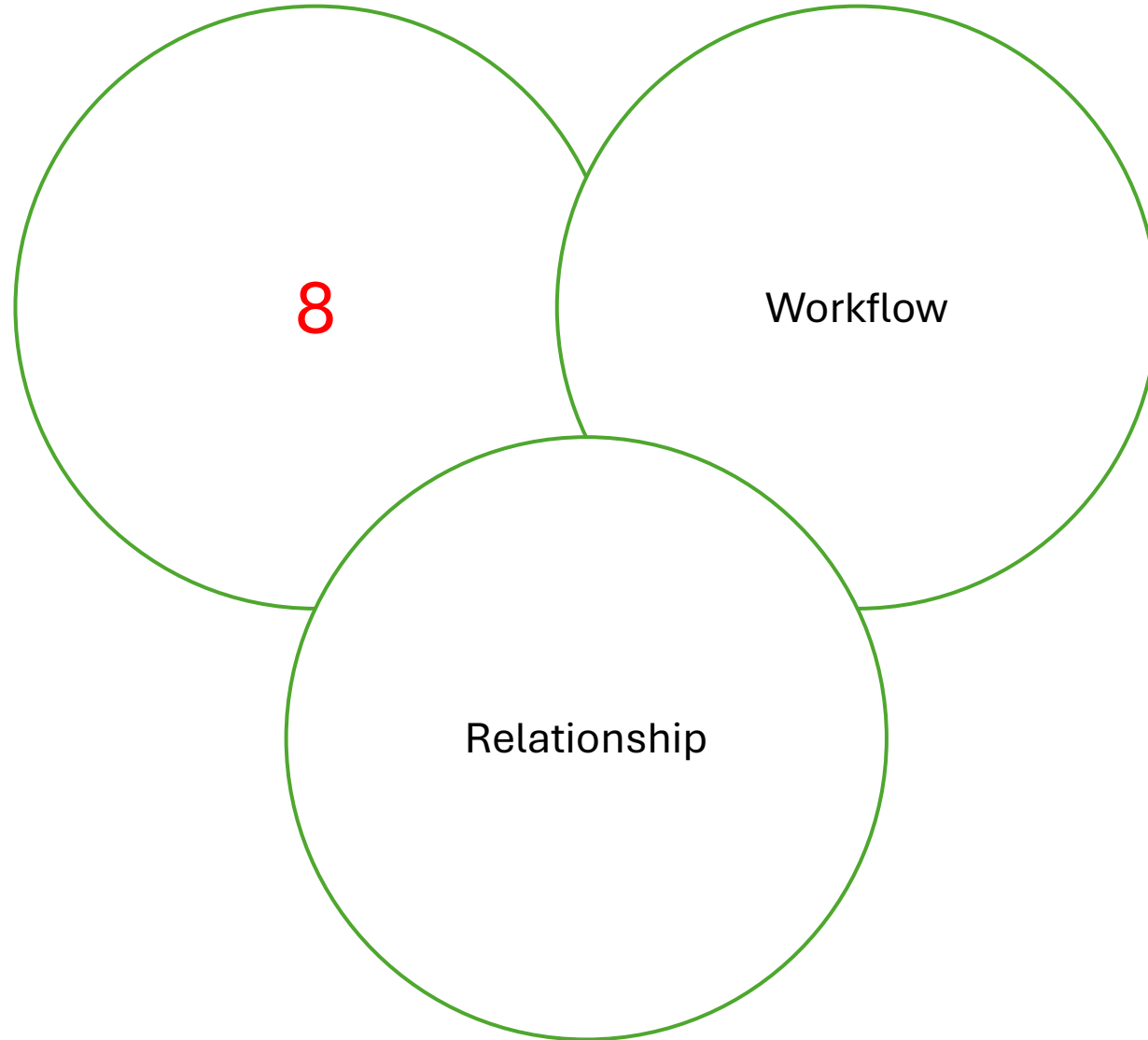
Why is pricing so important?

- Is measuring, and pricing, using time a great strategy?? You need to find another way
- How comfortable/reassuring is your pricing process from the perspective of your clients? Are you offering Hobson's choice?
- How engaging is your pricing process for your team? Or does it just cause frustration?
- How much money are you leaving on the table?

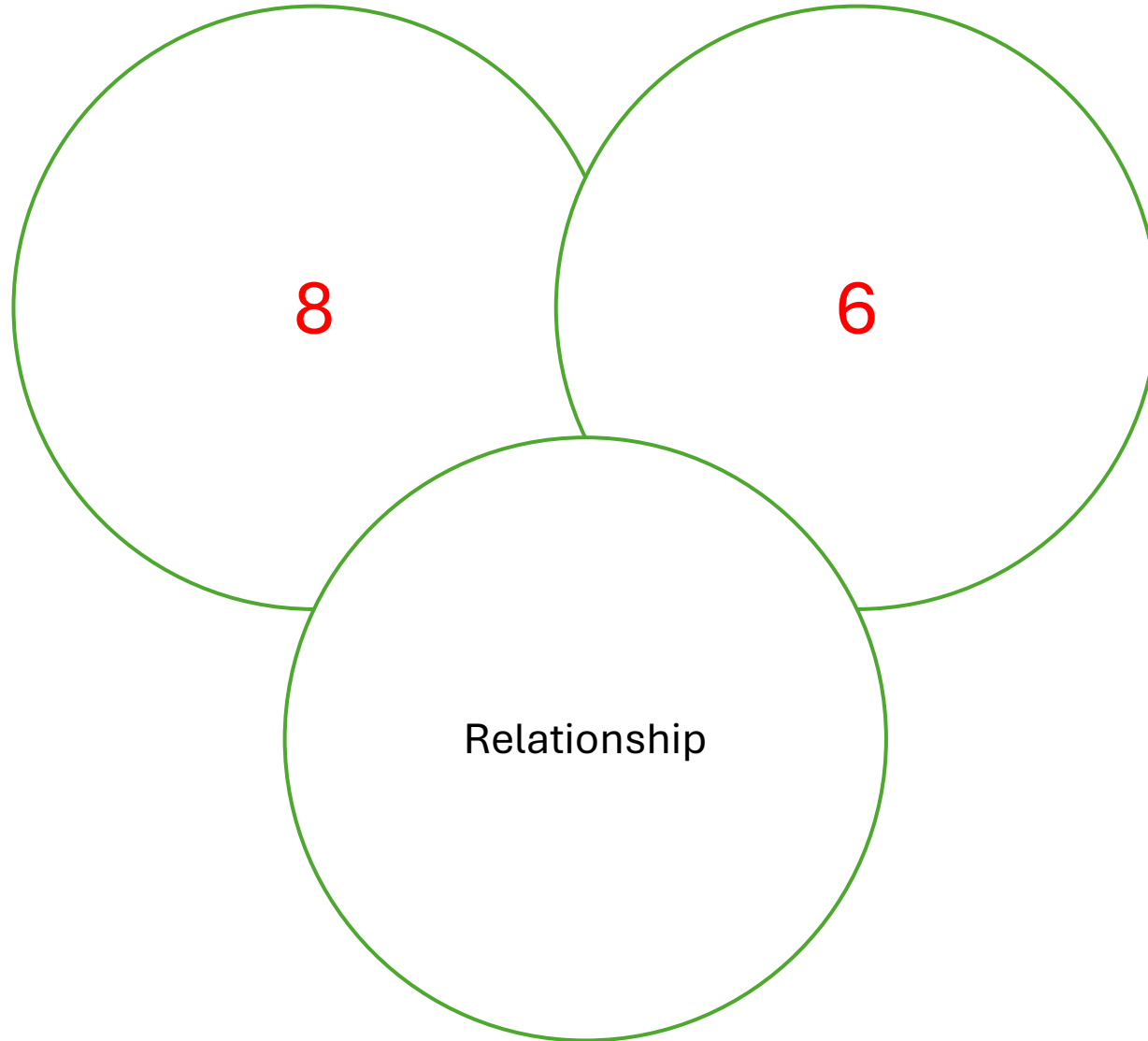
What do we value?



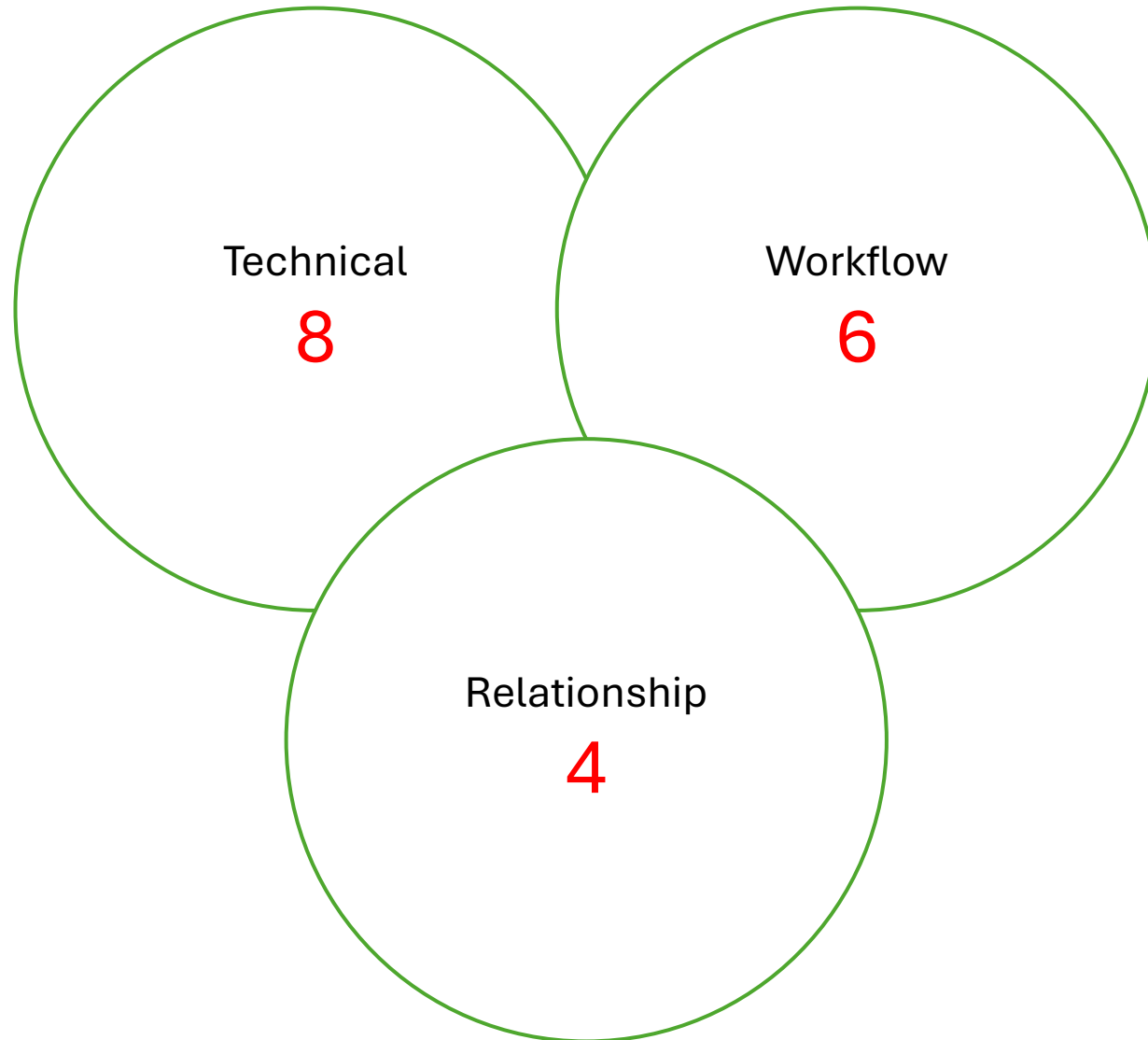
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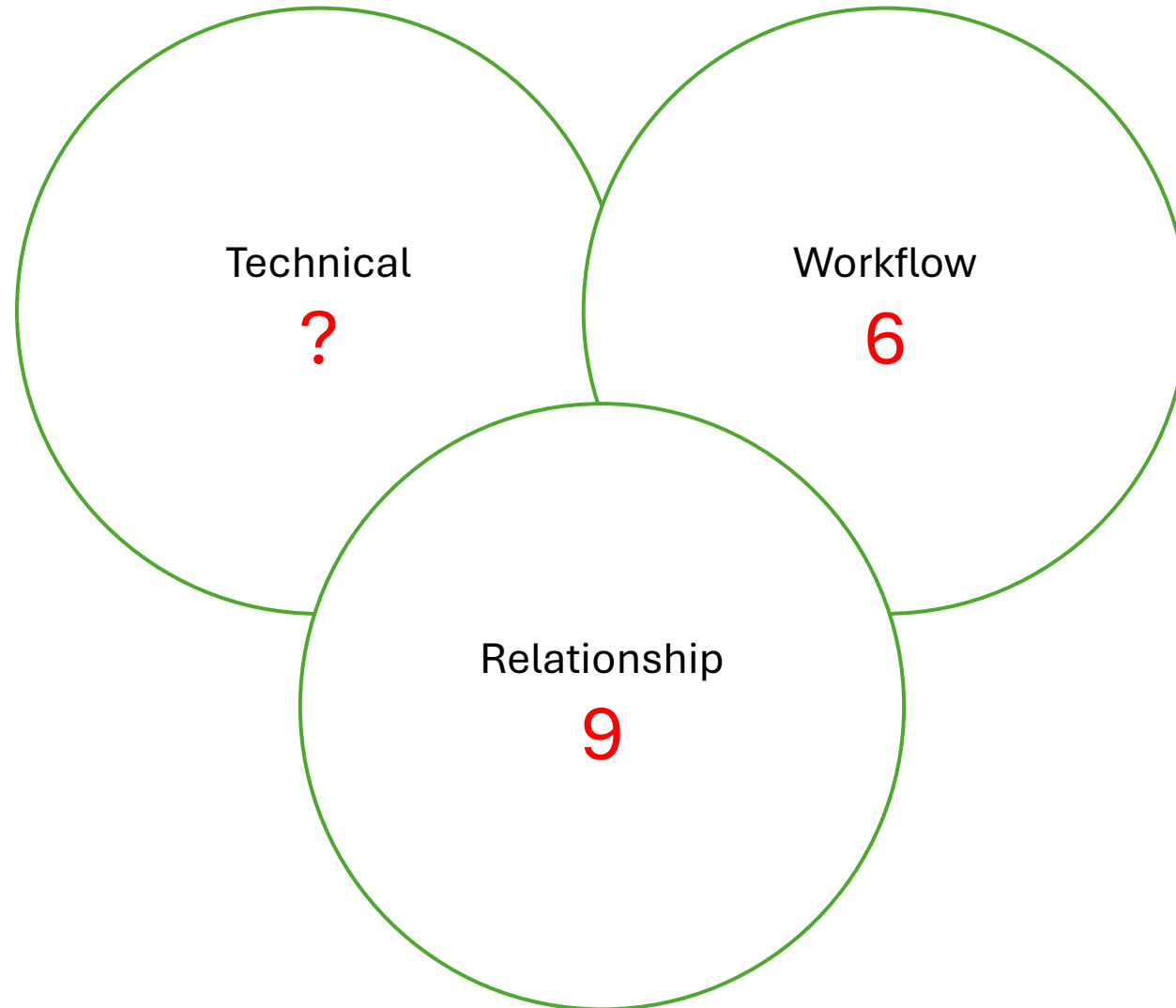


What do we value?



Guess what the client values??

What do clients value?



Transactional – Relational continuum

You're competing on price alone



Transactional

Relational

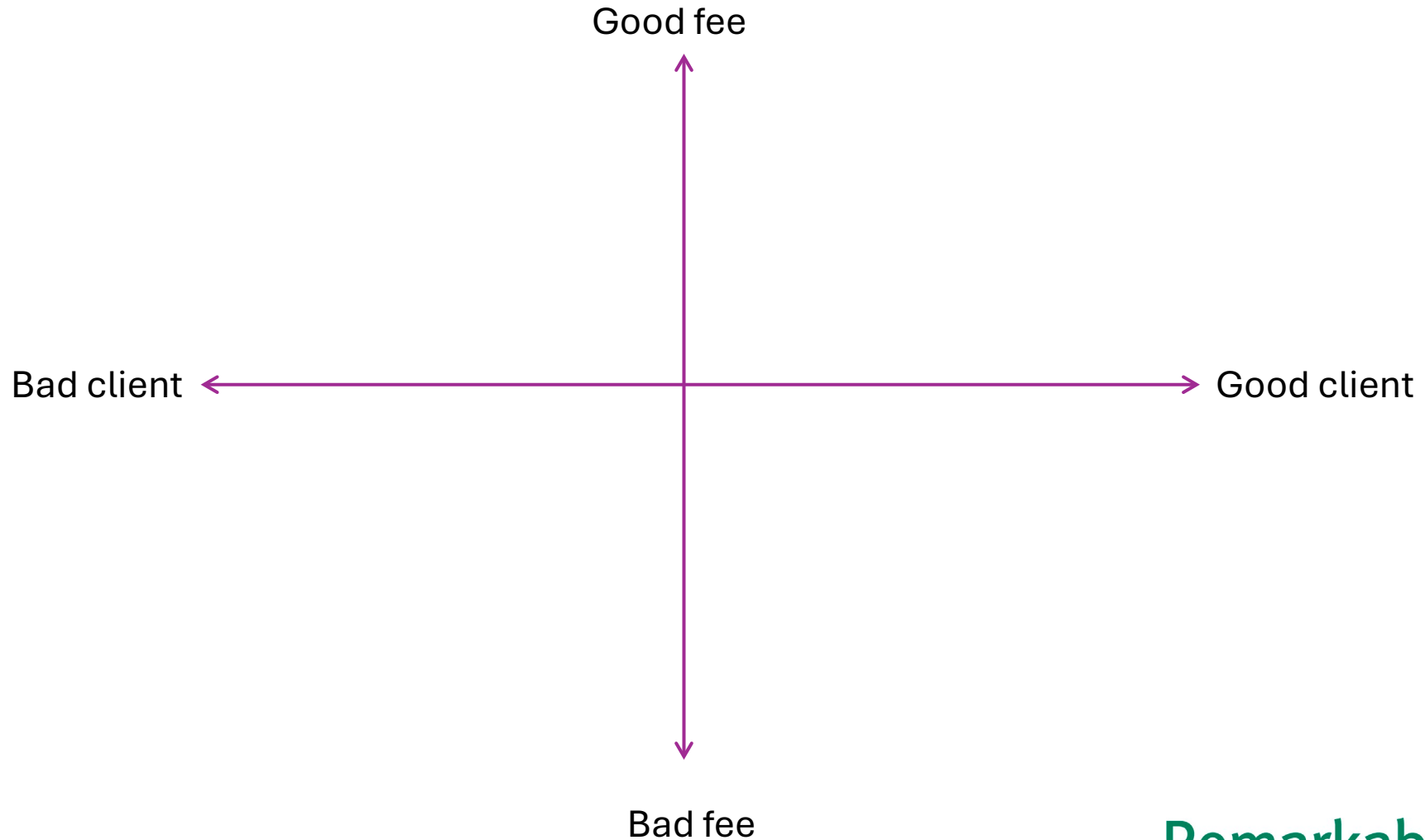
Transactional – Relational continuum



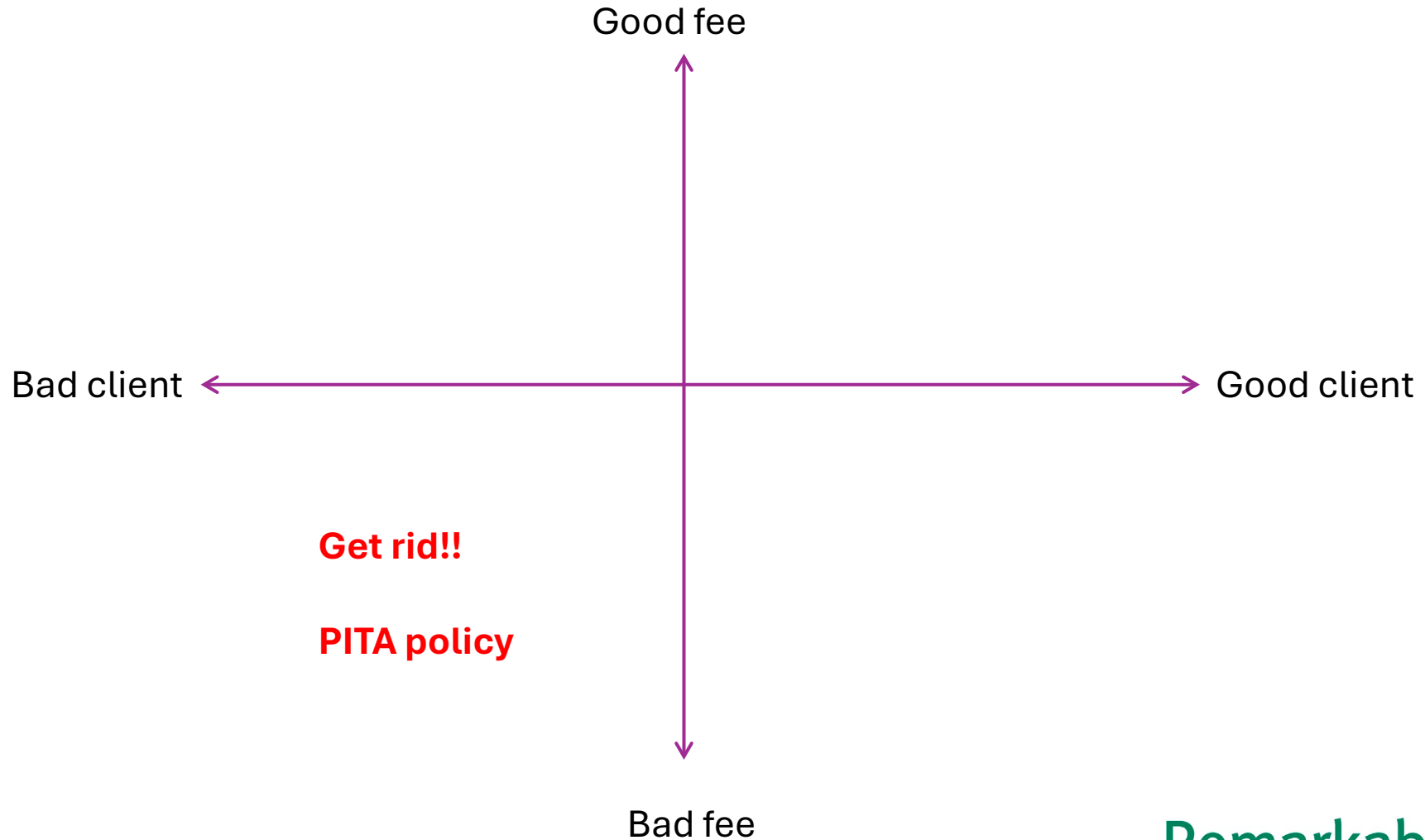
Pricing principles

1. 3 options – price is relative
2. Conversation (categories)
3. Minimum fee – standards
4. Menu – pricelist
5. Cross sell – WOO helps
6. Bundle
7. Price the client
8. They opt out – you take away
9. Loss aversion – status quo bias
10. Anchoring – top down
11. Pain drives decisions
12. Timing - go early
13. TWR value clarity – EFFing value
14. >1% >2% >3% 3%< client status
15. Measuring to manage (KPIs)
16. Never discount
17. Two-meeting default

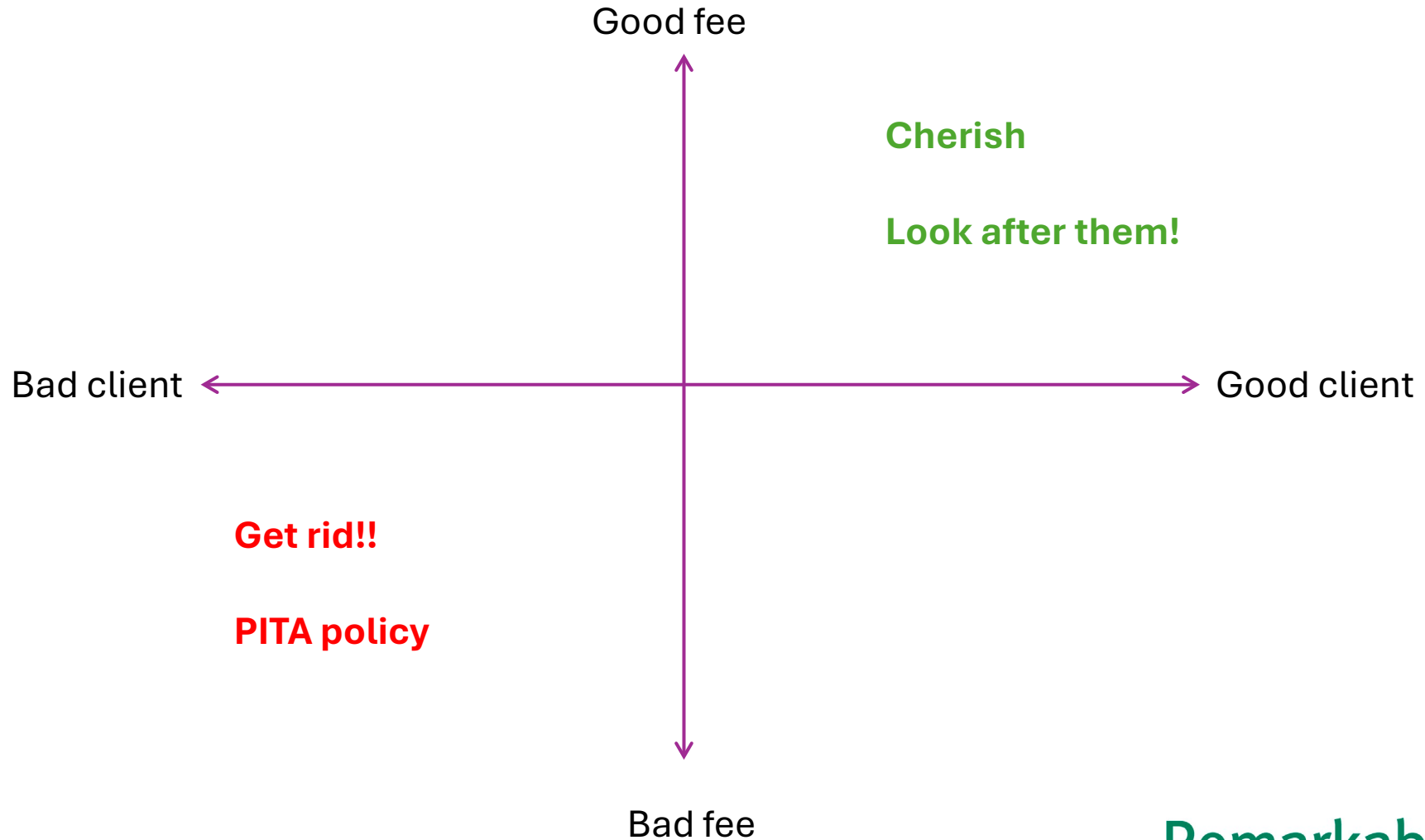
Good client, good fee



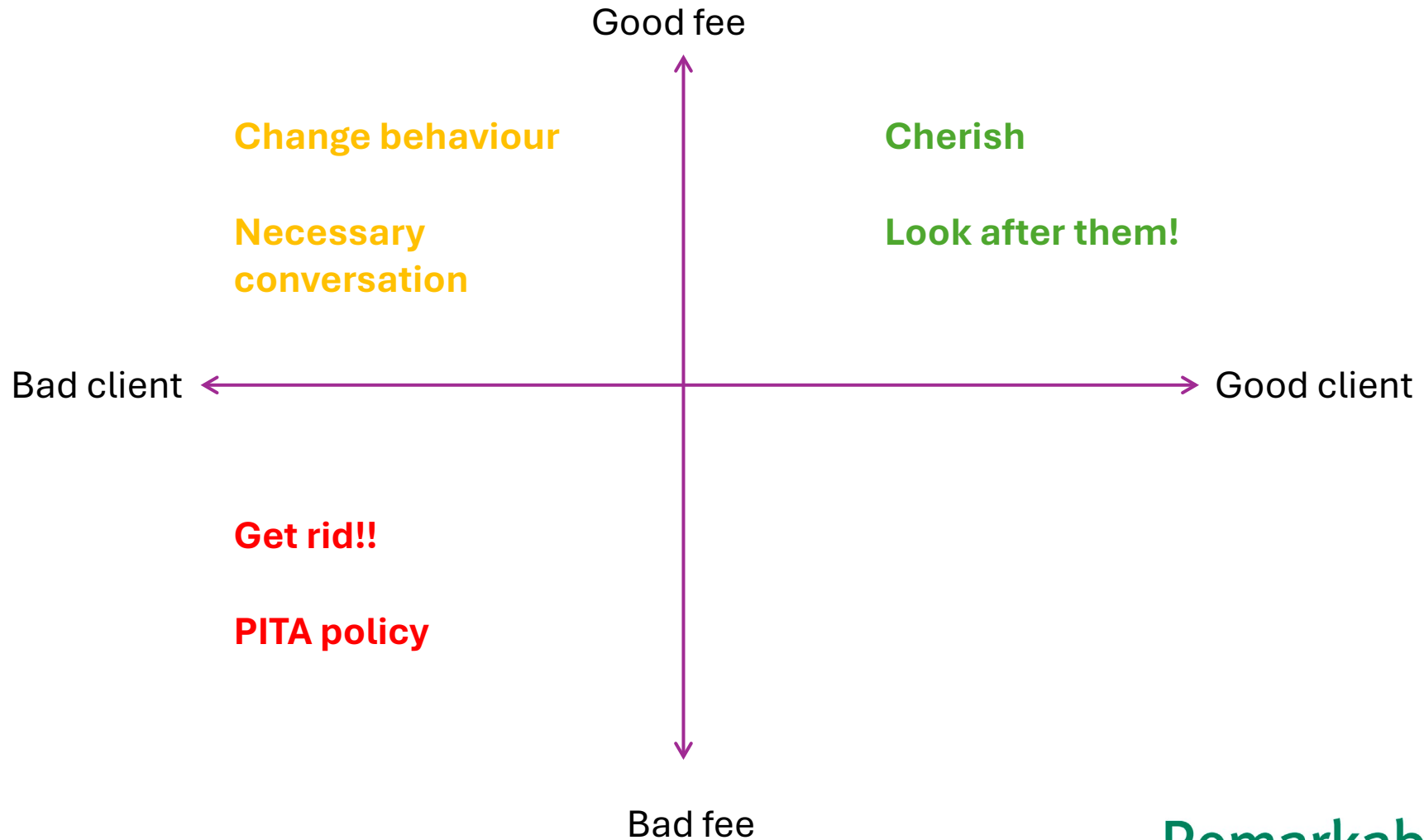
Good client, good fee



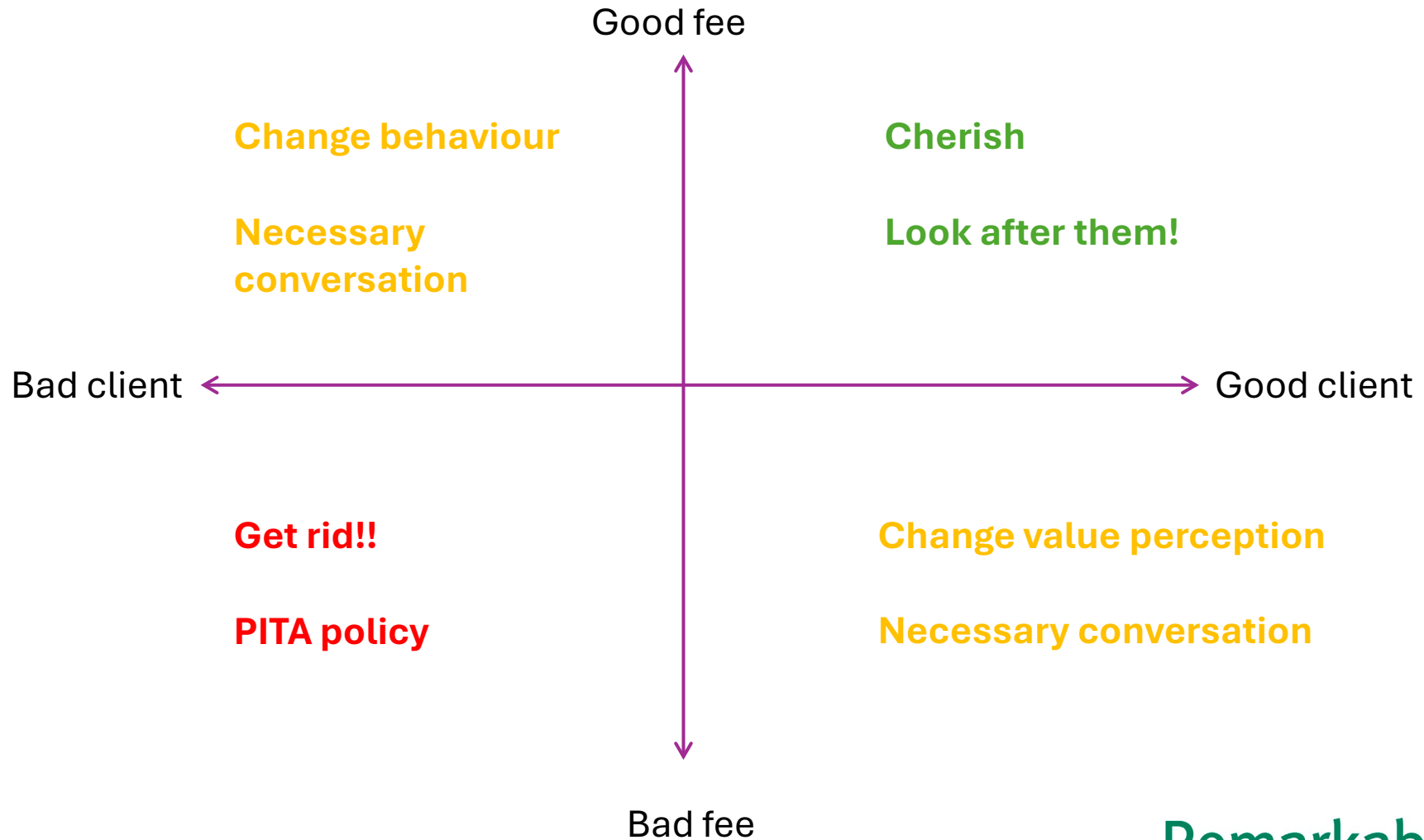
Good client, good fee



Good client, good fee



Good client, good fee



Your challenges

1. How do we improve our internal processes so that we maintain our profit margins?
2. Systematically ensuring a price / service review every year with every client.
3. I really get confused between value pricing and then the more traditional approach of time based - My thoughts are we should aim for 33% profit as a guide.
4. Initial pricing is normal – not bad. The issue is when it comes to raising prices.
5. We bill based on cost plus – is this outdated?
6. How do we best start charging for services which have historically been provided free of charge
7. How do we achieve consistency with our pricing?
8. Scope creep!
9. Team buy-in with implementing price increases
10. Pricing up jobs when clients aren't on software and we do not have access to records

Your challenges

10. Deciding on, or finding the right “3 tiers”
11. Not stopping and re-pricing if job is not what we expected when quoted
12. Effectively quote for jobs at the outset
13. We don't pass on costs to avoid confrontation.
14. Have difficulty passing on the correct costs/”correct the fee” for clients that we've had for years where we're not recovering, as they are usually surprised.
15. Lack of confidence in communicating value to clients

Who consistently uses 3-tier pricing?

Please populate the chat box

Why offer 3-tier pricing?

- It offers the client control
- It encourages the client to be part of the process
- Choice!
- Gives more clarity on what is, and isn't, included – avoid scope creep

Workshop details

<https://www.remarkablepractice.com/pricing-workshop/>

Radisson Blu Hotel Birmingham
12 Holloway Circus
Queensway
B1 1BT

Thursday 22nd May 2025
9.30am-4.00pm

Option 1

Pricing Masterclass

1-to-1 Intensive

£1797

1 x workshop plus 1 x group
zoom follow-up support
session

2 x 1-to-1 support and
accountability follow-up
Zoom calls
with Doug or Paul

100% moneyback
guarantee

Option 2

Pricing Masterclass

1-to-1 Accelerator

£1197

1 x workshop plus 1 x group
zoom follow-up support
session

1 x 1-to-1 support and
accountability follow-up
Zoom calls
with Doug or Paul

100% moneyback
guarantee

Option 3

Pricing Masterclass

Workshop

£497

1 x workshop plus 1 x group
zoom follow-up support
session

1 x 1-to-1 support and
accountability follow-up
Zoom calls
with Doug or Paul

100% moneyback
guarantee

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100% moneyback guarantee	100% moneyback guarantee	100% moneyback guarantee

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Quick wins

1. Have a pricing process
2. Have one person in charge of that process, with KPIs
3. Make sure that process includes regular reviews to account for, e.g. inflation increases
4. Ideally, keep partners/directors away from it!
5. Get all clients on direct debit
6. Include pricing on the agenda for every year-end meeting
7. Use a pricing tool, no matter how basic

Quick wins, continued

8. Contact existing clients BEFORE you quote, to ask them what they need (but also get off the fence)
9. Present the quote “live” and discuss – don’t just send it!
10. Always offer three options, if possible (yes, even with tax returns)
11. Continually re-assess your value offering – what can improve that?
12. Be confident, without being arrogant
13. Accept you’ll always get some clients who are really price-sensitive – don’t try to change them, just get rid!
14. L’Oreal!

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Thank you!