

### **Exhibit 3: 20 Questions the Pricing Council Should Ask Itself Before Establishing a Price**

1.  
What is the client's cost of not solving this problem in dollars?
2.  
What is the economic benefit to the client if they solve the problem?
3.  
With whom on the organizational chart are we dealing?
4.  
Who referred this customer to us? Why were we referred in the first place?
5.  
Do they have any time-sensitive deadlines for the completion of this project? Why do they need to do it now and not in six months?
6.  
Who's paying for the service? Are they spending other people's money?
7.  
Do we have any competitors? If so, who?
8.  
What price information do we have about these competitors?
9.  
How profitable is the client's company? How long have they been in business?
10.  
Have they engaged with someone else prior to us to do similar work? Who was the prior firm, and why are they changing?
11.  
How sophisticated is the client?
12.  
Does the client add to the firm's skills or markets?
13.  
Do we like this client?
14.  
How do we help reduce the client's risk?
15.  
At what price would this be so expensive the client would not consider buying it?
- 16.

At what price would this be expensive, but the client would most likely still buy it?

17.

At what price does this become inexpensive?

18.

At what price does this become so inexpensive the client would question its value?

19.

What price would be the most acceptable price to pay?

20.

What costs can we afford to invest in at the target price and still earn an acceptable profit? At what price would we walk away? What price do we desire?