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- 2 **Mike Schultz, President, Wellesley Hills Group**
- 3 **Top Pricing Challenges Focus on Value**
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- 5 **Discounting and Underlying Fee Structure**
"We are firm on fees and never discount."
~ Respondent, *Fees & Pricing Benchmark Report*
59% of all firms reporting "we discount"

- Average discount 11%. The most common level of discount 6 – 10%
- Only 45% of higher profit firms (30% or more) discount

- 6 **Service Packaging Example 1**
- 7 **Service Packaging Example 2**
- 8 **Service Packaging Example 3**
- 9 **Discounting and Underlying Fee Structure**
- 10 **Usage of Pricing Methods**
- 11 **CERVSM – The Rainmaker Profile**
- 12 **RAIN SellingSM: From Rapport to Commitment**
- 13 **Client's View Us As Commodities!**
- 14 **Reputation and Brand**
- 15 **Do Brand Leaders Realize Higher Fees?**
- 16 **Do Brand Leaders Realize Higher Fees?**
- 17 **Value Proposition – What It Really Takes**
- 18 **RAMP Up Your Brand**
- 19 **Boston Business Journal 1**
- 20 **Boston Business Journal 2**
- 21 **Boston Business Journal 3**
- 22 **One More Ad**

- 23 **Example: A Common Language from Image to Offer**

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- 24 **High Performance. Delivered.**
- 25 **High Performance. Delivered.**
- 26 **Take Care of the Little Things**
- 27 **Revenue by Design: How Many Leads?**
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32  **Well Known = Better at Lead Generation**

33  **Example Webinar and Seminar Marketing**

34  **Targeting Makes a Difference**

35  **Direct Marketing and Direct Contact**

36  **Nurture Your Leads!**

37  **Keys to Getting the Fees You Deserve**

5.Value price

5a.Value sell

4.RAMP up your brand

3.Establish a lead generation engine

2.Know your value proposition

1.To get the fees you deserve, deserve higher fees

38  **Thank You – Questions**

The Wellesley Hills Group is a management consulting and marketing firm focused on helping business to business services firms to grow. We help:

- Craft winning go-to-market strategies
- Creating market leading brands
- Fill the pipeline with leads with outsourced lead generation
- Develop extraordinarily successful rainmakers