

## Without Hourly Rates and Cost Accounting



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Pricing is about the willingness of the client to pay

figure out the 3 best options for your client **2**

XL  
M + x%

M  
S + x%

S  
The price you feel comfortable with

Bye-bye Time-sheets & thinking about costs

Available time limits profitability

Where/when/how will you recognize this has been SUCCESSFUL?

Value Signals

Significance in 3-6 month?

Putting the client in the center

Profit

test the willingness of the client

Now starts the Pricing **3**

Start with an appreciative client conversation **1**

His/her expectations?

Ask & Listen

Understand the clients real problem

Move off the solution

**5** Retro-spective

Proposal **4**  
Clear value scope

Don't think about MONEY



Did we create value?

I understand... You want... My offer...