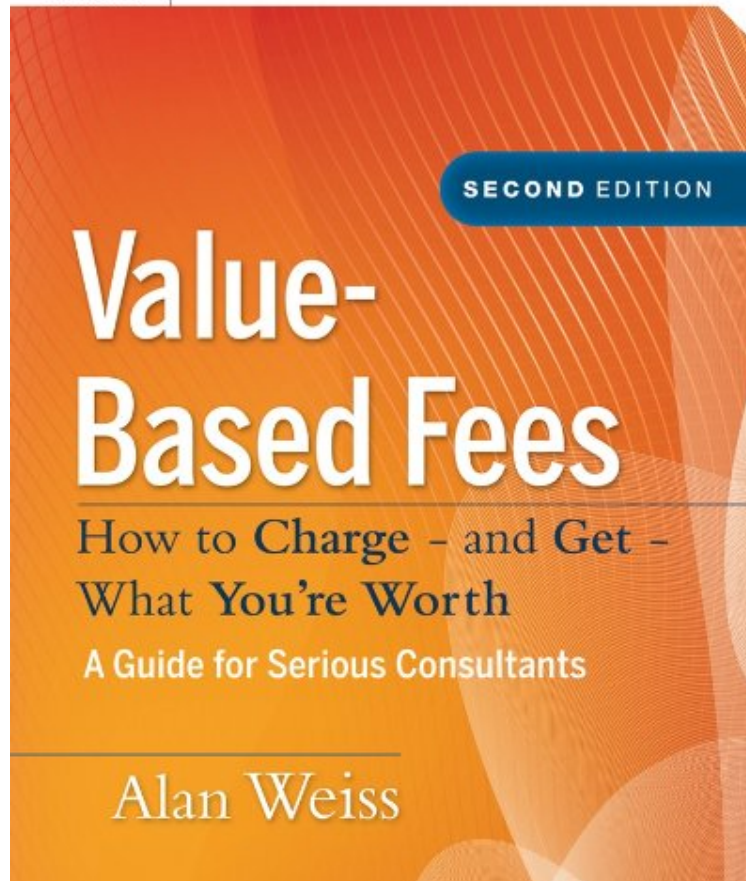


Value-Based Fees: How to Charge - and Get - What You're Worth

Alan Weiss

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In this thoroughly revised edition of his classic book, Alan Weiss shows how consulting fees are dependent on only two things: value provided in the perception of the buyer and the intent of the buyer and the consultant to act ethically. Many consultants, however, fail to understand that perceived value is the basis of the fee, or that they must translate the importance of their advice into long-term gains for the client in the client's perception. Still others fail to have the courage and the belief system that support the high value delivered to clients, thereby reducing fees to a level commensurate with the consultant's own low self-esteem. Ultimately, says Weiss, consultants, not clients, are the main cause of low consulting fees.

From the Inside Flap Value-Based Fees When Value-Based Fees was first published in 2002, it quickly became the go-to book for consultants who needed a reliable resource for determining how much they should charge their clients for their services. In this thoroughly revised edition of his classic book, Alan Weiss shows how consulting fees are dependent on only two things: value provided in the perception of the buyer and the intent of the buyer and the consultant to act ethically. Many consultants, however, fail to understand that perceived value is the basis of the fee, or that they must translate the importance of their advice into long-term gains for the client in the client's perception. Still others fail to have the courage and the belief system that support the high value delivered to clients, thereby reducing fees to a level commensurate with the consultant's own low self-esteem. Ultimately, says Weiss, consultants, not clients, are the main cause of low consulting fees. Filled with stories of successful consultants, Value-Based Fees clearly illustrates how consultants can educate their clients about value determining worth and consequent investment. Weiss's value-based fees approach is about establishing a win-win dynamic with clients, while accommodating buyers' egos and their belief that "you get what you pay for." This second edition provides proven step-by-step guidance for establishing value-based fees. The book contains Weiss's latest techniques and approaches, which embrace the new technology, globalization, competition, and societal changes affecting our world today. The new edition contains sample proposals, letters of agreement, and other practical tools. It includes Updated examples throughout the book Current information on ethical issues Guidance on making consulting scalable Fee formulas for today's marketplace New chapters on building wealth and the implication of technology fees Value-Based Fees clearly explains how to charge for your value and get what you're worth, providing nontheoretical, pragmatic advice that will help to improve any consultant's practice immediately. From the Back Cover Praise for Value-Based Fees "Many people say they understand value pricing. The undisputed global thought leader on the subject is Alan Weiss. He has personally sold over \$100M in value-based fees and personally mentored over 650 consultants—helping them to increase revenue by over \$600M. Alan Weiss can help anyone who is prepared to listen." —Rob Nixon, consultant to the accounting profession, www.rob-nixon.com "Alan Weiss's value-based fees approach has transformed my business. I'm more efficient, and my clients get better results. It's a huge win-win." —Amanda Setili, managing partner, Setili Associates, LLC "The implementation of value-based fees caused a significant growth of our revenues and profit. Even more important, following Alan's business model led to better relationships with our clients and to projects that focus on business outcomes rather than on deliverables." —Dr. Guido Quelle, managing partner, Mandat GmbH, Dortmund, Germany "Within 18 months of working with Alan Weiss and reading his book on value-based fees, I achieved over one million dollars in revenue as a solo practitioner, and have grown that revenue in each of the past three years. There is simply no greater ROI." —Nancy MacKay, Ph.D, president, Inspire Action International Inc., Vancouver, Canada "Your value-based fees concepts have helped me focus on clients' outcome therefore transforming my ability of turning prospects into clients from 20% to 80%. The impact on my cash flow has dramatically improved as well. Thank you." —Chad Barr, president, CB Software Systems, Inc. Shaker Heights, Ohio About the Author Alan Weiss—consultant, speaker, and author of the best-selling The Ultimate Consultant—is the founder and CEO of Summit Consulting Group, Inc. His clients have included Merck, Hewlett-Packard, General Electric, State Street Corporation, and Times Mirror Group. He is a highly sought-after keynote speaker. Success Magazine declared him "A worldwide expert in executive education."