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Book details

Book Synopsis

With increasing pressure on margins, growing international competition and a rise in tough procurement practices, the pressure on professional service firms (PSFs) and their professionals has never been higher. If you want to be able to charge the fees you know reflect the value you bring, you need the high impact, practical guidance that this book offers. Learn how to apply a powerful, consistent approach to make sure the golden triangle of setting the price, getting the price and keeping the price works in your favour. Develop a strategy to enhance the profitability of your engagements through pricing, fee structuring, scoping, and negotiating. Understand the key steps management need to take to embed supporting processes and the appropriate culture. Expert negotiator, PSF consultant and trainer Ori Wiener s invaluable guide gives you the skills, tips and techniques that have been proven to deliver results.