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“So, if you want to be judged on your abilities, not your hourly rate, you have to go through this process. It’s better for you and your client.

“But having said all that, let’s be clear about one thing: this value-based pricing and positioning stuff isn’t

just a bunch of consultancy voodoo. Because I dig in and come to understand the problems my clients have, I design solutions that are more strategic. I wind up taking a different and more impactful approach to what on the surface can sometimes seem like the same project. So my clients may pay more for my services, but they get more too. You know the saying, ‘You get what you pay for?’ Well, this is why.”

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