

“A website.”

“They don’t want a website,” Karen said.

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“They want revenue. Is that what you mean?”

“Maybe. The truth is, I don’t know what the client wants, and neither do you. Which means you can’t really give your client an appropriate price. And when you talk about price before exploring what your client is trying to achieve, you risk delivering a solution that isn’t right for them.”

“So what do you do if your client wants to talk about price right away?”

“I tell them I need to understand what they want first before I can set a price. Most people are fine with that. If they’re desperate to know a ballpark, I might give them a range, but I really resist that. I find that prospects who focus on price right away often turn out to be the kind of client you don’t want anyway. The best thing I can do for the client is to help them explore what they want. And it turns out, this initial conversation about their problem is the foundation of my approach to pricing.”

“In what way?” Steve asked, before sipping his coffee.