

4. Frames the solution as an investment, not an expense

“You may have noticed I use the word *investment* when referring to price. This is one massive point of difference between my approach and yours. When you walk in and throw out a price, you’re an expense. Nobody likes expenses, so they try to keep them as low as possible. That’s why you experience downward pressure on your prices. But keeping the price low isn’t a benefit to the client if they end up paying for something that doesn’t create the value it could for them.

“By comparison, when I take my clients through the process I just outlined for you, I’m framing the price differently. Because it’s tied to value, my price is an investment. When clients look at your prices through that lens, they merely want to know that the investment is a wise one. That the return is going to justify the outlay. And if there’s a wide margin between my price and the expected return, as there always is, the investment is easy to justify.”

5. Inspires action

“When I help my clients paint the picture of what Point B looks like, when I get them to envision the