

different.” Her cup clinked on the saucer as she set it down.

“I don’t understand.”

“When you meet with a client, one of the first things you talk about is price, right?”

“Sure,” Steve said, “because that’s one of the first things they ask about. They want to know what my rate is or how much things are going to cost.”

“And you tell them your hourly rate, right? Or give them a rough estimate?”

“Sure.”

“Do you realize that when you start off talking about price with a client, you’re putting your needs ahead of theirs?”

“How?”

“What does the client get for paying you \$50 an hour, even if you’re quoting them \$2,500 overall?”

“When you start off talking about price with a client, you’re putting your needs ahead of theirs.”
