

3. Helps your client better evaluate vendors

“The clarity I help my client gain about why they are starting a project makes it easier for them to evaluate vendors. That’s because the deciding factor becomes who can deliver value rather than price. And because I’m the one who’s helped the client gain that clarity, I have a leg up on the competition. The client isn’t likely to compare investing in me with your lower price of \$2,500. Yes, your price is lower, but as far as the client is concerned, it’s apples to oranges to them, because you haven’t shown, as I have, that you can deliver a big impact. Lots of inexpensive providers are surprised to lose business to a premium professional like me. This is why and how it happens.”

“I’ve had that happen a few times,” Steve said. “It never seemed fair.”

“When you present prices up front,” Karen said, “you make price your distinguishing factor, not your ability to deliver results. You’re encouraging your client to compare your hourly rate to someone else’s. And as you know, having the most competitive rate doesn’t always work in your favor. That’s because low prices can create the perception of low value. The first thing