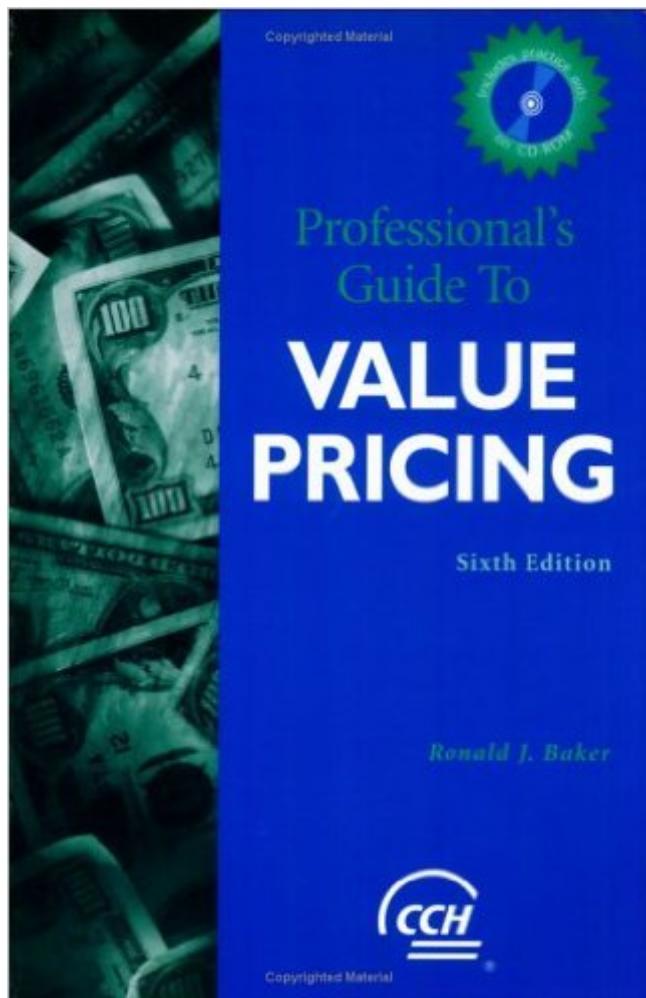


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# Professional's Guide To Value Pricing W/CD



## **Synopsis**

Value pricing is becoming more common among attorneys and CPAs across the country. Everyone's talking about it, but very little has been written on how to implement this innovative, lucrative option. This resource is designed to provide CPAs, attorneys, and other professionals with the information needed to evaluate the economics of alternative billing methods. Professional's Guide to Value Pricing is an indispensable tool that will help practitioners implement the switch from hourly billing to value pricing, do away with timesheets, and perfect this method of pricing within their firms. This new edition features case studies -- real-world experiences from CPAs who are using this approach. This one-of-a-kind book also comes with a powerful CD-ROM containing all the essential checklists and sample agreements to begin implementing the value pricing model.

## **Book Information**

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## **Customer Reviews**

Having read the previous edition of this book for just 20 minutes I e-mailed the author to tell him that "I have seen this book described as the most important book in the profession. Without a shadow of a doubt, it will change my life." The new chapters make this latest edition even better. Read the chapter on Total Quality Service to understand how to compete in the future. Ron Baker will completely change your views on pricing professional services. You will start to charge what you are worth with a consequent improvement in both income and self esteem. Recently I was in a group of 70 accountants who listened to the author speak on Value Pricing for just ten minutes. At the end he received a standing ovation. In my 30 years in the profession I have never seen accountants show such enthusiasm for a speaker and his subject. If you want to change your professional (and

personal) life for the better buy this book.

Run, don't walk, to order your copy of this book. Ron Baker does for pricing our services what Montgomery did for Auditing. What a novel idea, to get paid for the value of the services that we provide to our clients. Ron Baker's goal, as he so aptly describes it, is "to trash time sheets forever". Keeping track of time is the biggest waste of time ever perpetrated on professionals. Accountants have become slaves to the concept of "the almighty hour". We are not selling hours but intellectual capital. Ron takes you through every step necessary to start your trip to successful value pricing. You will learn exactly how to present this to your existing clients. You will also learn how to use a change order when there turns out to be hidden surprises that no one anticipated. He will explain the concept of service guarantees as an excellent way of gaining new clients and show you in detail how to draft service agreements to use. The book comes with a CD-Rom that has many forms and agreements referred to in the book. I don't know too many people who are thrilled about the idea of having any work done for them without knowing exactly what the cost will be. It's like boarding an airplane in Los Angeles, flying to New York, and being told your fare will depend on how many minutes you're in the air. Ron Baker is truly one of the very few original thinkers in the accounting profession. Listen to him; learn from him, and I promise you that you will improve your professional life and most important, your bottom line as well.

I bought this book on a trial basis, due to its cost. It came on a Friday, and I scanned it that night. I wrote the check next morning. This book changed my attitude about my profession. I was ready to quit. Burned out, tired, frustrated, and angry. Within one month, I had identified 5 major clients and had more than doubled the revenue from those clients. My staff is happier because they feel they are being treated as professionals and generating fees more in line with their abilities. We have "dismissed" several non-productive clients, and haven't missed the revenue. We work fewer hours at more enjoyable work and actually make more profits. It has positively affected my home life as well.

The book is great. Ron Baker provides insight into the valuation of services from an economics perspective and contrasts that with traditional notions of cost-plus pricing in the form of hourly fees. He encourages accounting and legal professionals to focus more on the customer and his/her needs in establishing an agreed price up front, rather than focusing on the service-provider's needs to cover costs. He provides historical insight into cost pricing and illustrates his arguments by

suggesting what non-professional transactions might look like if other industries priced their goods or services like lawyers and accountants do. I purchased a used version of the book because it was nearly new and still had the original software with it--unopened. Unfortunately, the software is outdated and I cannot seem to utilize it. My lower rating does not reflect the quality of the book (which I recommend that everyone read) but to call attention to the outdated software and encourage others to buy a newer version.

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