



STOP the clock using STP as an opportunity to shift to pricing value

Rhondalynn Korolak

A photograph of two young women with blonde hair, seen from the chest up, engaged in a conversation outdoors at night. The woman on the left is in profile, looking towards the right, and is wearing a dark jacket with a light-colored fur collar. The woman on the right is facing her, also in profile, and is wearing a dark jacket. The background is dark and out of focus, showing some green foliage and a hint of a city light. The text "Take a few moments to CONNECT with your neighbour" is overlaid on the right side of the image in a white, sans-serif font.

**Take a few moments
to CONNECT with
your neighbour**

#QBConnect | WiFi: QBConnect Password not required

Today's speaker



Rhondalynn Korolak
Author of Pricing Value
@rhondalynn



Image courtesy mg.wikipedia.org

Do you recognise this man?



He counted
some of the
world's greatest
thinkers as his
friends

Image courtesy of Wikicommons

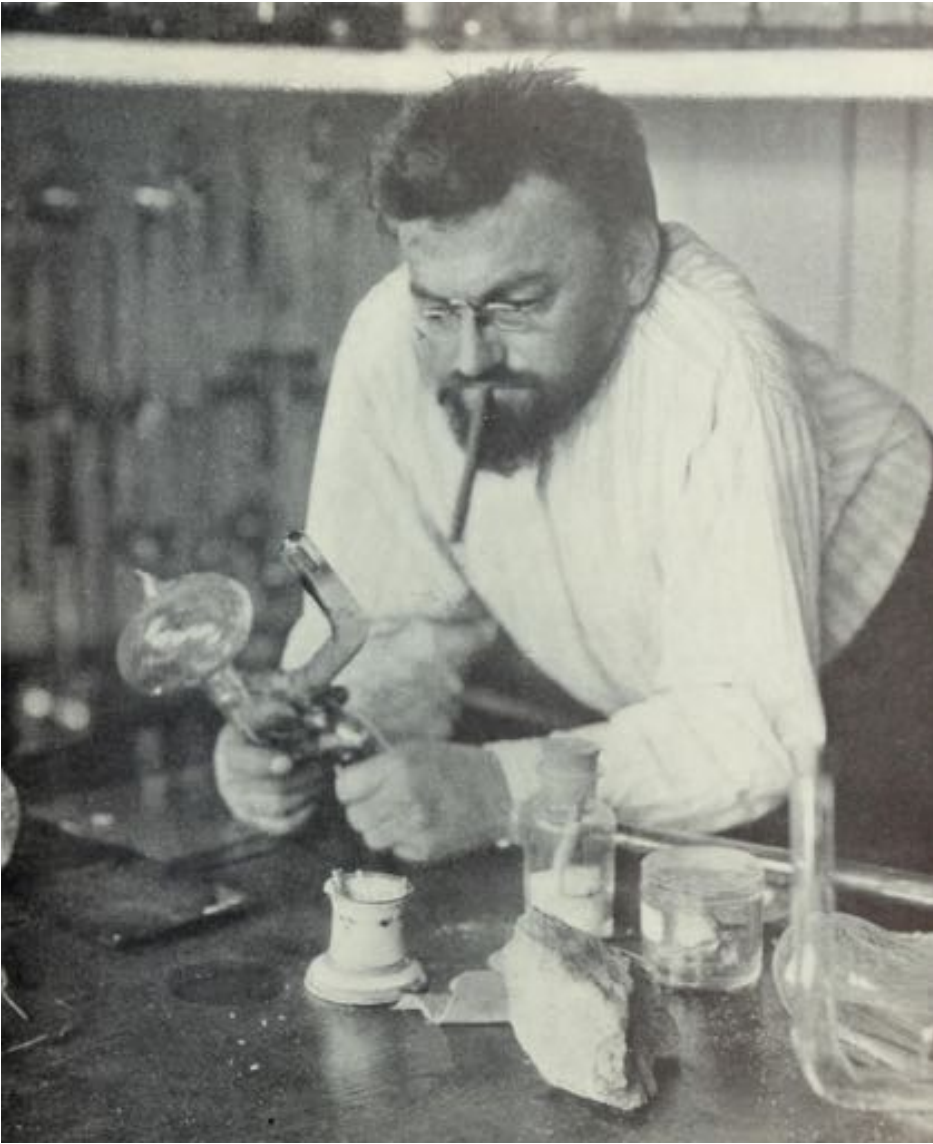


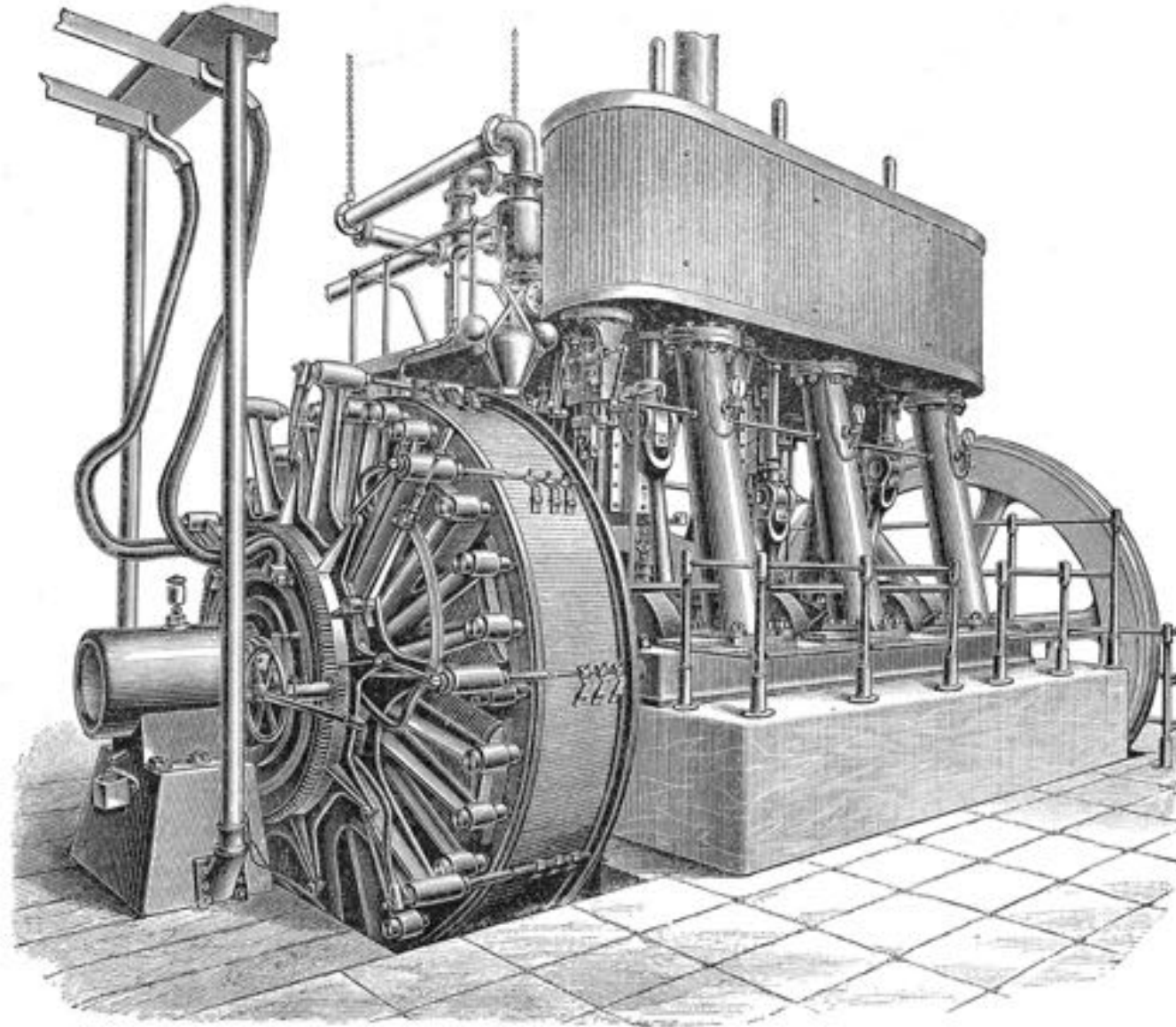
Image courtesy of ml.m.wikipedia.org

Charles Steinmetz

Born in Germany

Immigrated to USA – 1888

Working at GE - 1894



Invoice

Making chalk mark on generator	\$	1
Knowing where to make the mark	\$	<u>9,999</u>
Total		\$10,000

Effort is important...

But knowing where to place
effort is even more valuable.



Clients will pay any price for SOLUTIONS

The amount they are willing to pay will reflect the value of resolving the issue, not grunt labour involved.



VS.

Accounting

- Corporate tax
- Personal tax
- Financial statements
- Audit
- Small Business
- Bookkeeping
- Payroll

Services

What is the difference between...

SERVICE & SOLUTION?



Services > Undifferentiated (like a “commodity”)

Price consciousness is inevitable

Accounting

Taxes

STP

Financial statements

Management reports

Bookkeeping

Payroll

Projections/forecast

Audit/review

Your list of services

Hourly rates approach



Fixed rate approach



Pricing value approach



Service > delivering the task ordered (i.e. STP)

Solution > far more valuable – a holistic cure to the stuff that is keeping them up at night



vs.



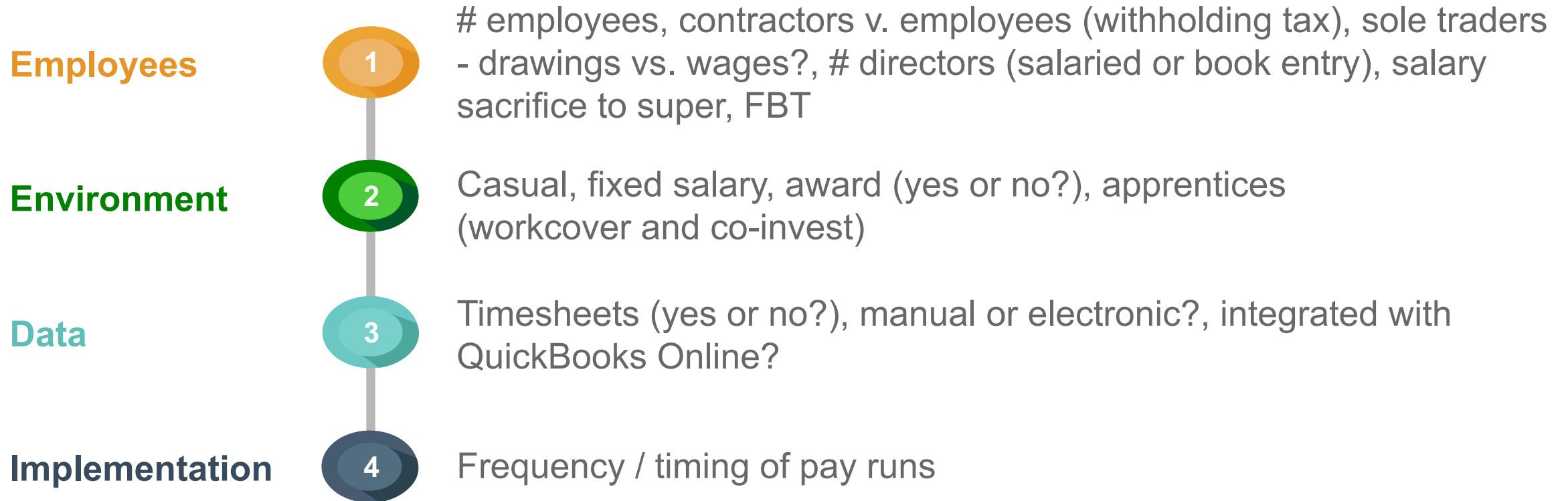


How do you
get to what
is of **value**?



**The art of
asking better
questions**

Task Related Questions





Make the mark

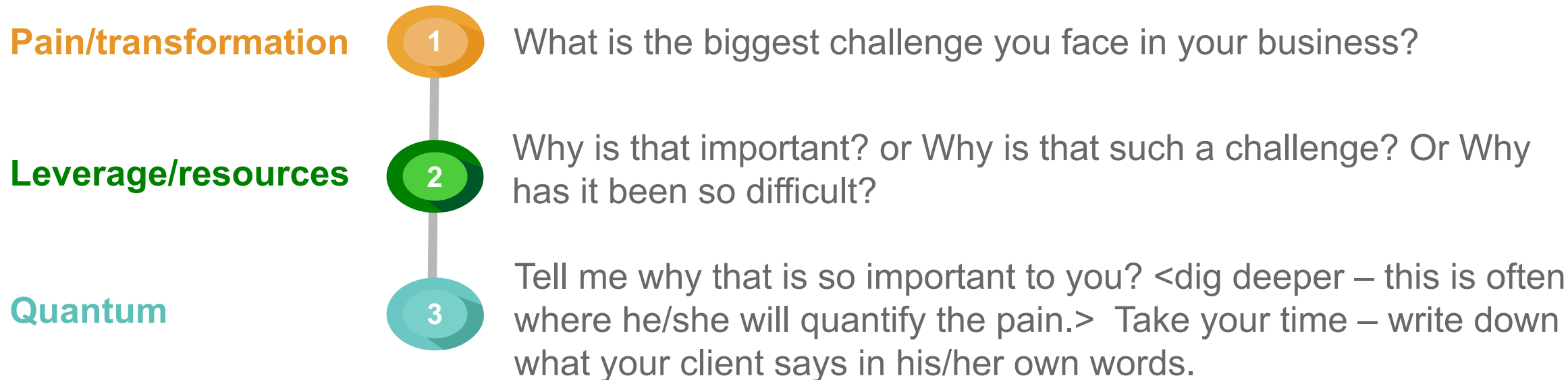
\$1



**Knowing
where to make
the mark**

\$9,999

Value related questions



Next steps

Questions



Make a checklist/template that you can use when conducting diagnostic interviews with new clients

Mindset



What needs to change (within you or your practice) in order for you to get paid for “knowing where to make the mark”?

Solutions

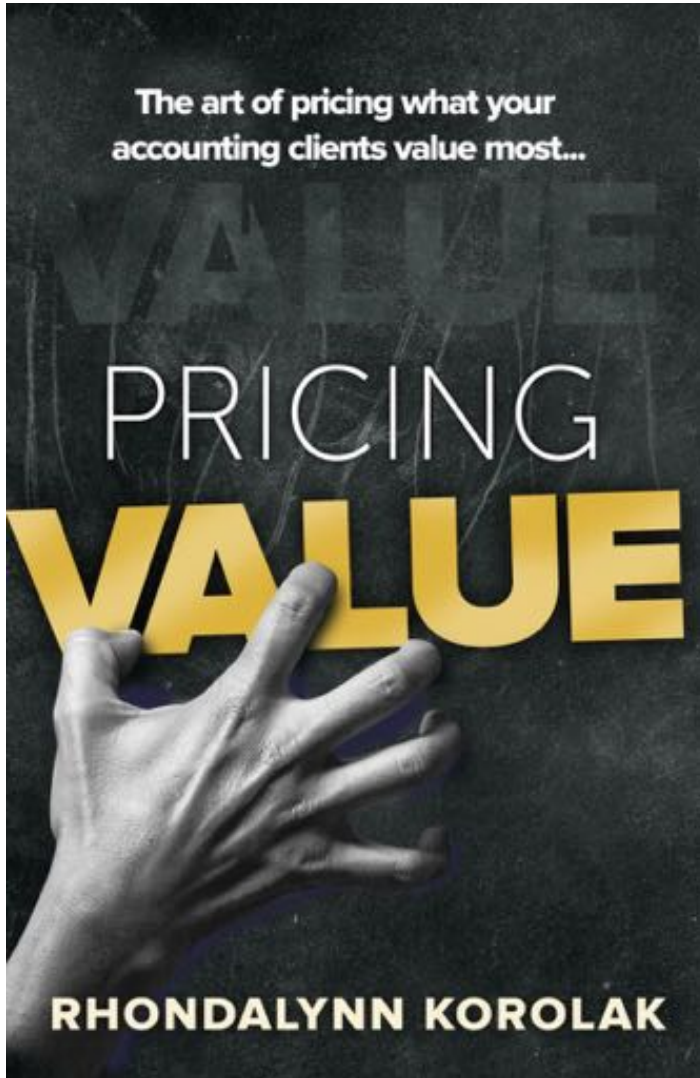


What might you need to create and deliver in order to command a premium price? What additional knowledge/training do you need?

Journey to mastery



If you are interested in my book Pricing Value or my DIY Pricing Value program... let's have a chat



Tweet your most valuable takeaway from this session:

@rhondalynn

#pricingvalue

#QBConnect

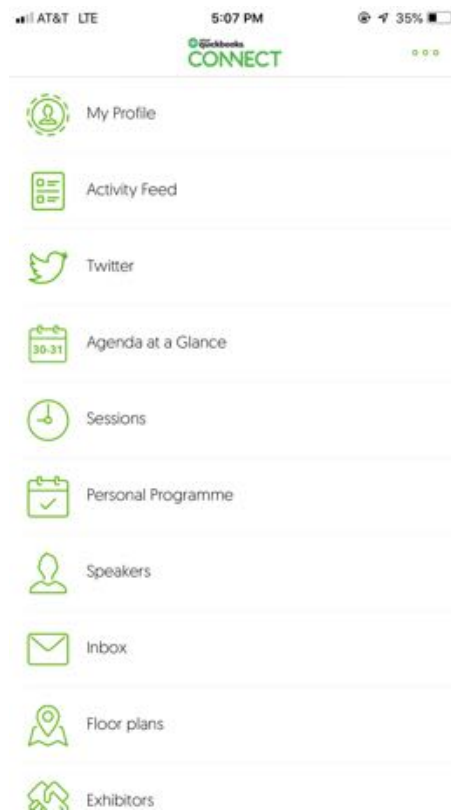
- Free copy to most memorable tweet
- Free copy to tweet with the most likes and retweets

Questions?

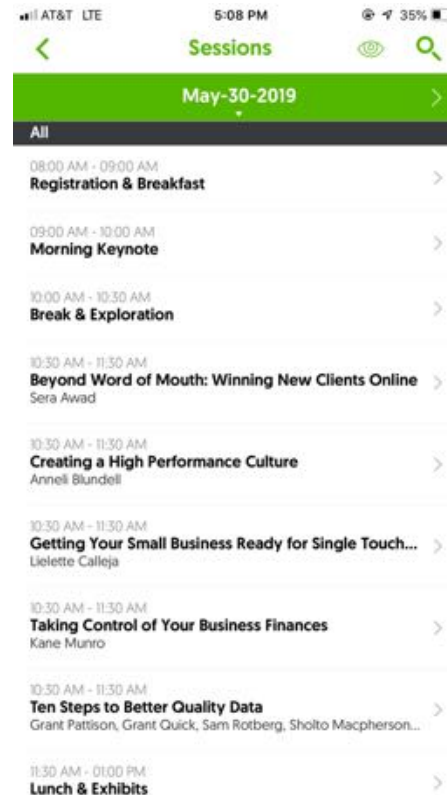
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

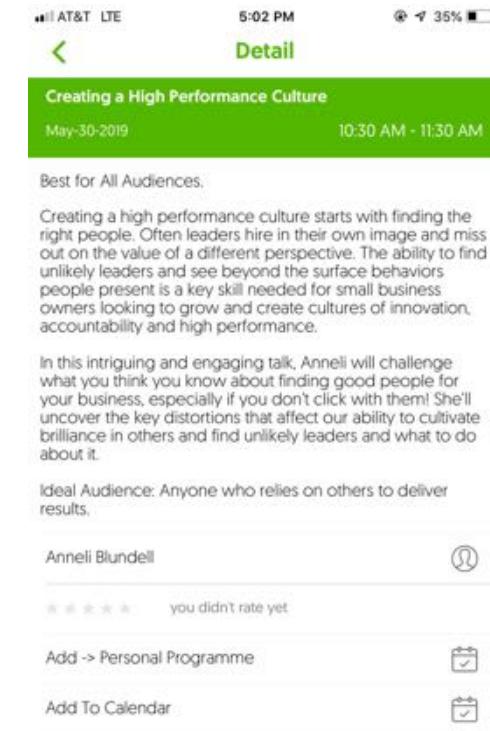
1. Select Sessions



2. Select Title



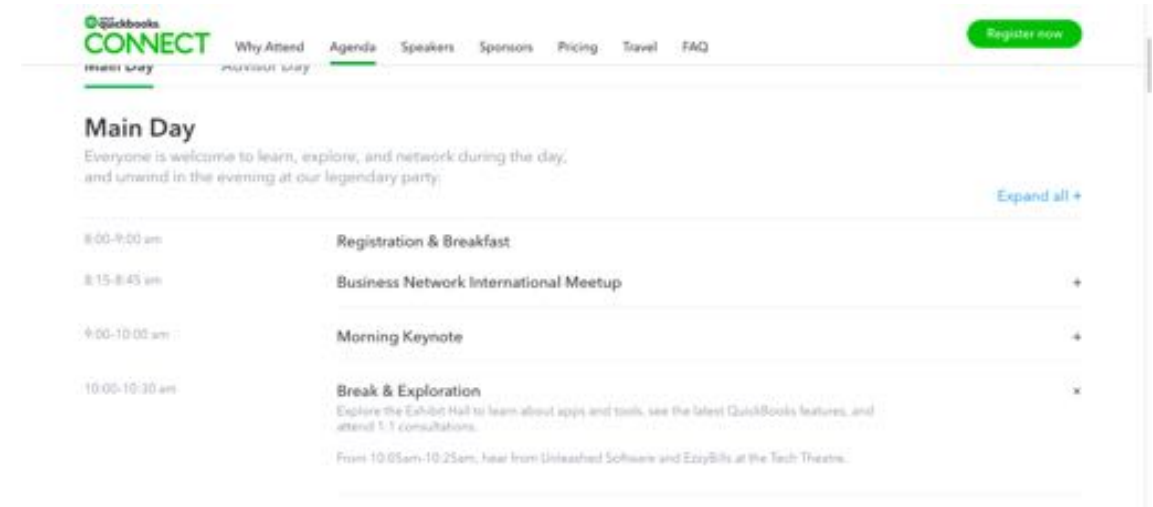
3. Add Rating and Comments



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://au.quickbooksconnect.com/agenda/>





#QBConnect | WiFi: QBConnect Password not required