



Negotiating your price: Tips and techniques so both you and your client are winners

Debra Kilsheimer



A photograph of two young women with blonde hair, seen from the chest up, engaged in conversation. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, looking towards the left. They are outdoors, with a blurred background of green foliage and a bright light source. The text "Take a minute to connect with your neighbor" is overlaid in white on the right side of the image.

Take a minute
to connect with
your neighbor

#QBConnect | WiFi: QBConnect

CPE Process

In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



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Agenda

What is negotiation

The goal when negotiating

Active listening

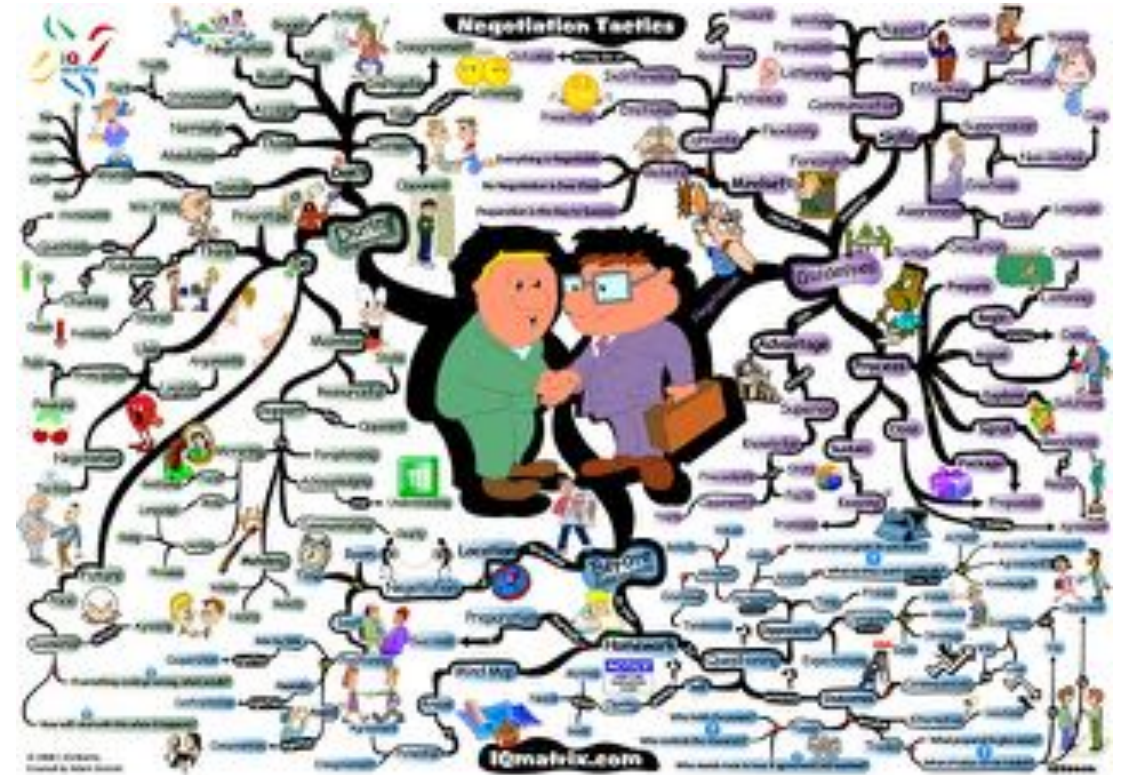
Power of NO

Loss aversion

7-38-55

Who goes first

Questions



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**You never get what you deserve.
You get what you negotiate.**

Chester Karras



What is negotiation and why are we so afraid of it?



The beginning.....



The goal



Power of NO



No v. Yes comparisons

YES:

“Do you agree?”

“Does this work for you?”

“Does this make sense?”

“Would you like to?”

“Would you still like to?”

“Do you have a few minutes?”

“Is this correct?”

NO:

“Do you disagree?”

“Is this a bad idea?”

“Is this a ridiculous idea?”

“Are you against?”

“Have you given up on?”

“Is now a bad time?”

“Am I out of line?”

Have your ever....

Have you given up on working together?

Loss aversion





I should know soon re: SJ

I've been to the last 4 so #FOMO is strong for this one.

What's FOMO? (Guess I'm not good with initials!!)



Fear Of Missing Out

Ok. Thanks!

Hope you go to QBC! I hate missing out!

Loss aversion

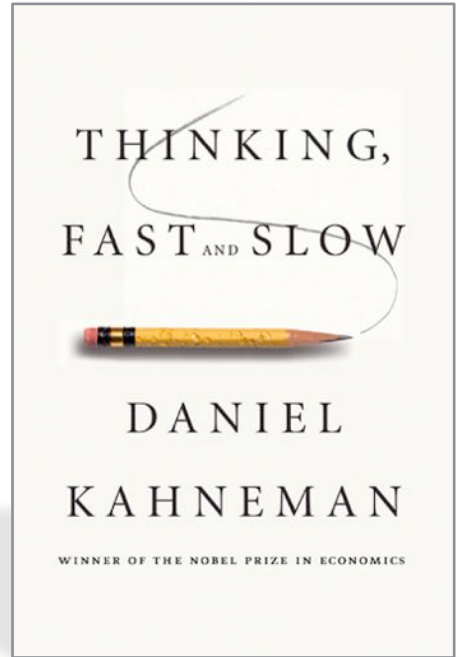
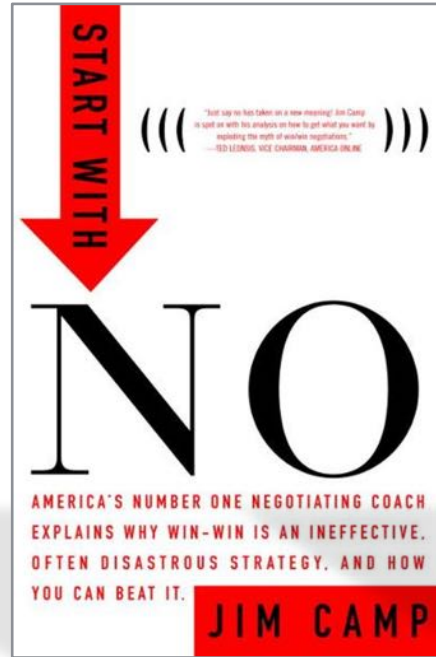
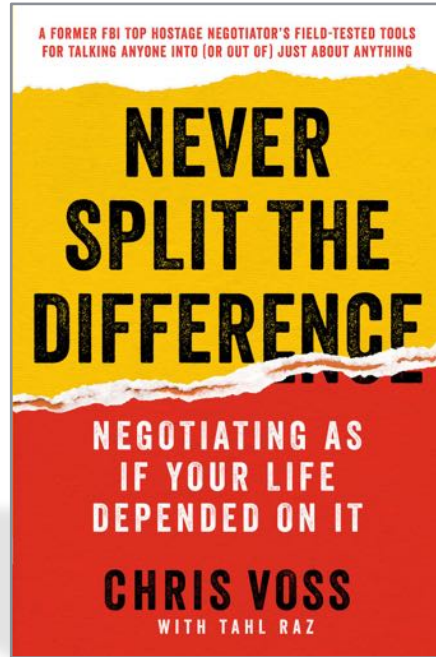
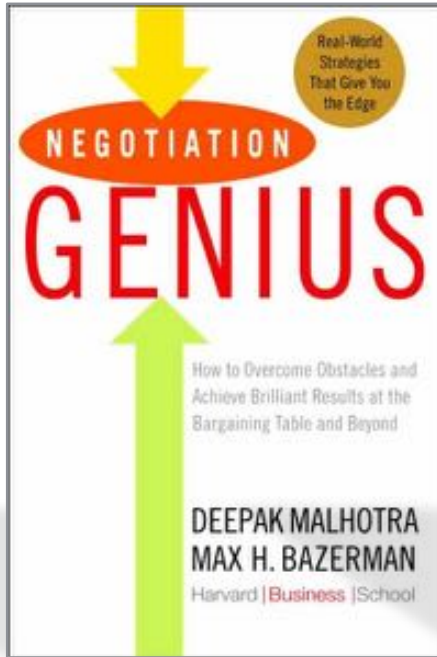
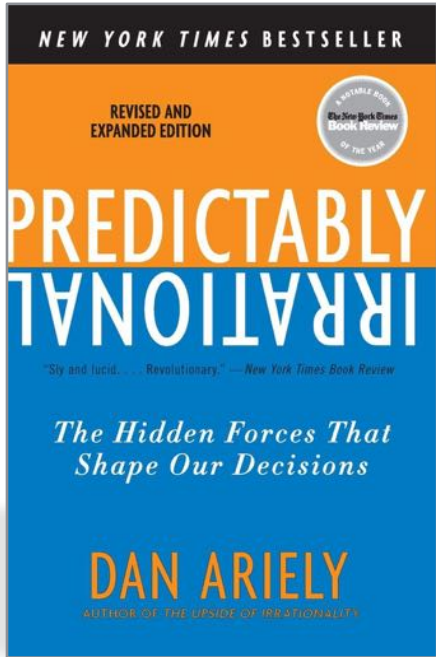


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Who goes first?

Further reading





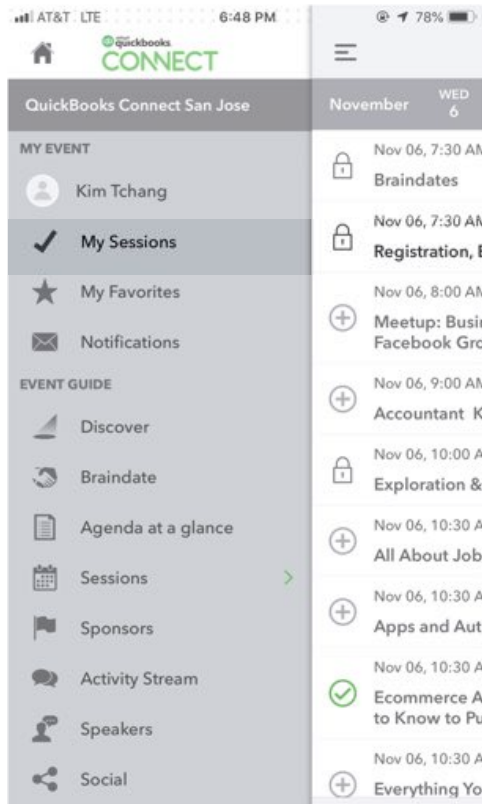


Questions?

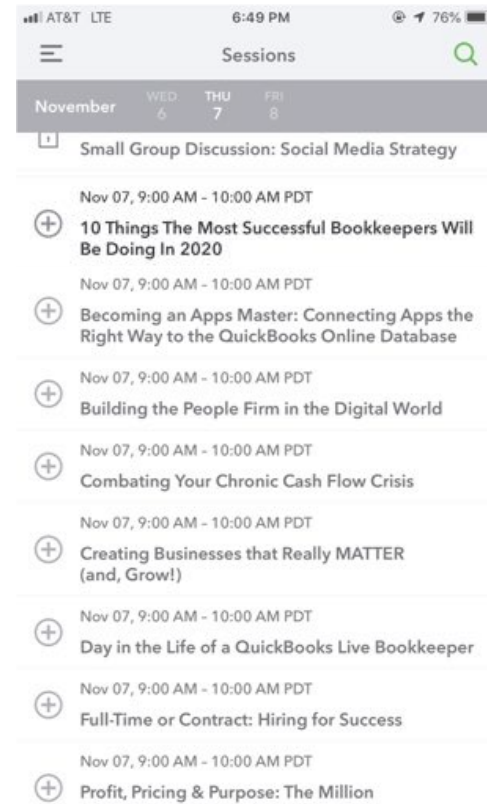
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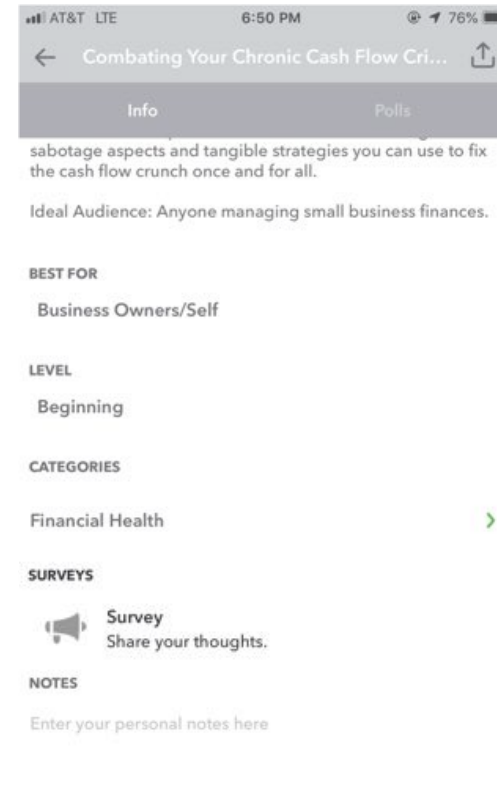
1. Select Sessions



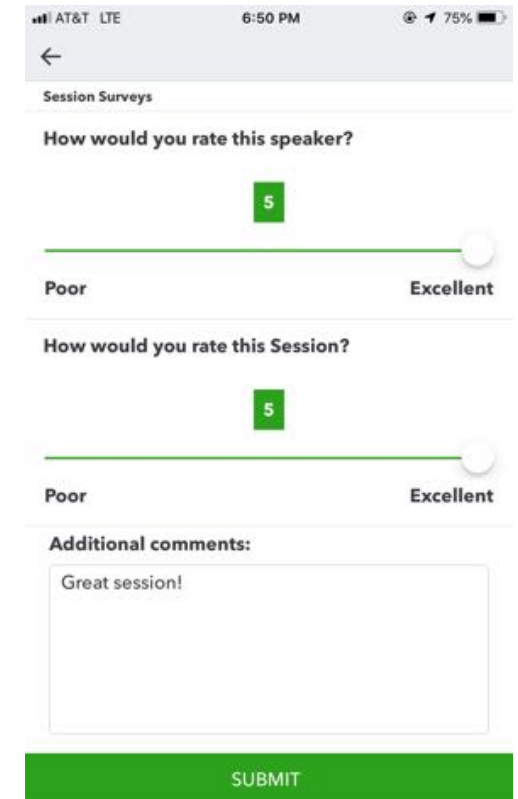
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Material Download

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

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

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted, with 'November 6: Accountant Day' and 'November 8' also visible. A 'Print Agenda' link is in the top right. Below the header, a paragraph describes the event: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultant for one-on-one learning. Unwind in the evening with our legendary celebration.' A search bar labeled 'Search for sessions' is present. Below the search bar are filter buttons: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health', followed by an 'Expand all +' link. The agenda list shows sessions for November 7. The first session is 'Registration, Breakfast & Exploration' from 7:30-7:00 am. The second is 'Braindates' from 7:30-10:30 am, with a description: 'New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#)'. It also notes 'Best for: All Audiences' and 'CPE Hours: not eligible'. The third session is 'Yoga' from 8:00-8:30 am. The fourth is 'Breakout Sessions' from 8:00-8:45 am, which includes a list of sessions: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session has a '+' icon to its right for more information.



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