



# Transitioning existing clients to value pricing

Mark Wickersham, FCA



**Take a few moments  
to **CONNECT** with  
your neighbour...  
tell them your biggest  
problem with re-pricing  
existing clients**

#QBConnect | WiFi: QBConnect Password not required

# About today's speaker



## Mark Wickersham FCA

World's leading expert on implementing value pricing

**Wickersham FCA** – *public speaker and author of the #1 best-selling book “Effective Pricing for Accountants”* – is known as the most sought-after profit improvement expert in the accounting community.

Connect with Mark on LinkedIn to get free resources.

Go here if you want Mark to train you for free every month, <https://www.wickersham.co.uk/p/free-mentoring>

Visit [www.wickersham.co.uk](http://www.wickersham.co.uk) for more information.

# Strategies for increasing price



# Strategy A: Reframing

**#1 Express the price different**

**#2 Change the reference price**



## Example: Changing the reference price

In this example, we are creating a new reference price by explaining new clients are paying twice as much and the client's fee should go from £3,000 to £6,000.

Having created that anchor we then offer a discount for being a great client and then use another piece of price psychology to make the increase seem really tiny.

## Example: Changing the reference price

“First, I wanted to **thank you for being such a great client. I really value your business.** I also need to be able to keep my own business running and it’s been a long time since I last changed my fees, so I want to explain my new pricing.

New clients now pay **about twice as much** as you do. And I **should** increase your fee to **£6,000**.

However, **since you're always so good to work with**, I want to give you a **40% discount**. In Plain English that means **just £50 per month more** than what you're paying now, and **40% less than new clients are paying**.

As always, you and your business are important to me, so if you have any questions, please email or call me and let's discuss it.”



# Strategy A: Reframing

**#1 Express the price different**

**#2 Change the reference price**

**#3 Offer a choice**





# What is menu pricing?

BRONZE	SILVER	GOLD
<b>Entry package</b>	<b>Full package</b>	<b>Premium package</b>
<ul style="list-style-type: none"><li>• Essential features</li></ul>	<ul style="list-style-type: none"><li>• Essential features</li><li>• Extra features</li></ul>	<ul style="list-style-type: none"><li>• Essential features</li><li>• Extra features</li><li>• Enhanced support</li></ul>

Sometimes this is called **BUNDLING** and sometimes **VERSIONING**.

## Company Formation 3-Star Service

...for an investment of £350 plus VAT

### Advice... understanding the issues

- A 'jargon-free' explanation of the advantages and disadvantages of incorporation to ensure that trading via a limited company is right for you.

### Taxation Planning... minimising your taxation

- An overview of tax planning to ensure that you understand the most tax-efficient ways of withdrawing money from your company.

### Company Formation... compliance with statutory rules

- Name check.
- Provision of the original Certificate of Incorporation.
- 4 bound copies of the memorandum and articles of association.
- Personalised combined register and minute book (soft bound) with personalised share certificates (two colour).
- Minutes of the first meeting.
- Completed stock transfer forms.
- All Companies House forms commonly required when starting to trade.
- Guide GP2 Life of a company – Annual Requirements.
- Photocopies of all relevant documents filed at Companies House

### Taxation Compliance... reducing your worry

- Completion of all tax forms, including dealing with VAT registration.
- Setting up a PAYE scheme.

## Company Formation 4-Star Service

...for an investment of £750 plus VAT

### Advice... understanding the issues

- A 'jargon-free' explanation of the advantages and disadvantages of incorporation to ensure that trading via a limited company is right for you.

### Taxation Planning... minimising your taxation

- An overview of tax planning to ensure that you understand the most tax-efficient ways of withdrawing money from your company.

### Company Formation... compliance with statutory rules

- Name check.
- Provision of the original Certificate of Incorporation.
- 4 bound copies of the memorandum and articles of association.
- Personalised combined register and minute book (soft bound) with personalised share certificates (two colour).
- Minutes of the first meeting.
- Completed stock transfer forms.
- All Companies House forms commonly required when starting to trade.
- Guide GP2 Life of a company – Annual Requirements.
- Photocopies of all relevant documents filed at Companies House

### General Business Advice... getting it right first time (worth £100)

- Review of the required accounting records to ensure you comply with HM Revenue & Customs' requirements.
- Reviews of the required statutory records to ensure you comply with the Companies Act 2006.
- Requirement in respect of notepaper, invoices and nameplates.
- Who else do you need to inform now that you are a limited company?

### Succession Planning... helping you retire (worth £100)

- We will advise you on the advantages of a company pension scheme.

## Company Formation 5-Star Service

...for an investment of £1,150 plus VAT

### General Business Advice... getting it right first time (worth £100)

- Review of the required accounting records to ensure you comply with HM Revenue & Customs' requirements.
- Reviews of the required statutory records to ensure you comply with the Companies Act 2006.
- Requirement in respect of notepaper, invoices and nameplates.
- Who else do you need to inform now that you are a limited company?

### Succession Planning... helping you retire (worth £100)

- We will advise you on the advantages of a company pension scheme.
- We will also arrange an hour with an expert in the field of company pension schemes, completely free of charge.

### Company Car Taxation Planning... minimising your taxation (worth £350)

- A detailed company car tax planning exercise (for up to 2 vehicles) to ensure that you do not pay a single penny more tax than you need to.
- We will consider the various options for company cars, including a 'partially-refundable contribution' and 'shared-ownership plan'.
- We will look at the alternatives to company cars, including the Fixed Profit Car Scheme.
- If required we will review the various finance options available.

### Company Secretarial Work... saving you time (worth £300)

- Writing up and maintaining your company register and share register, including dealing with share transfers – so you know this important job is done properly.
- Dealing with all company secretarial work for 12 months, including preparing minutes of meetings.
- Preparing the annual return and all statutory forms for filing at Companies House, for example appointment and resignation of company directors – so you never have to pay fines or penalties for being late or getting things wrong.
- Completed resolutions in accordance with the Companies Act to dispense with the holding of annual general meetings, the laying of accounts before the company and the appointment of auditors on an annual basis (if required).

# iMac

Overview macOS Tech Specs



New

## Retina 5K Display 3.4GHz Processor 1TB Storage

3.4GHz quad-core 7th-generation Intel Core i5 processor

Turbo Boost up to 3.8GHz

8GB 2400MHz memory, configurable up to 32GB

1TB Fusion Drive<sup>1</sup>

Radeon Pro 570 with 4GB video memory

Two Thunderbolt 3 ports

Retina 5K 5120x2880 P3 display

**£1,749.00**

Includes VAT of approx. £292.00.\*

🕒 From £83.95/mo. for up to 24 mo.\*

Select



New

## Retina 5K Display 3.5GHz Processor 1TB Storage

3.5GHz quad-core 7th-generation Intel Core i5 processor

Turbo Boost up to 4.1GHz

8GB 2400MHz memory, configurable up to 64GB

1TB Fusion Drive<sup>1</sup>

Radeon Pro 575 with 4GB video memory

Two Thunderbolt 3 ports

Retina 5K 5120x2880 P3 display

**£1,949.00**

Includes VAT of approx. £325.00.\*

🕒 From £93.55/mo. for up to 24 mo.\*

Select



New

## Retina 5K Display 3.8GHz Processor 2TB Storage

3.8GHz quad-core 7th-generation Intel Core i5 processor

Turbo Boost up to 4.2GHz

8GB 2400MHz memory, configurable up to 64GB

2TB Fusion Drive<sup>1</sup>

Radeon Pro 580 with 8GB video memory

Two Thunderbolt 3 ports

Retina 5K 5120x2880 P3 display

**£2,249.00**

Includes VAT of approx. £375.00.\*

🕒 From £107.95/mo. for up to 24 mo.\*

Select



# Getting started

Entry	Full	Premium
<b>This is the essential stuff</b>	<b>This is what they really want</b>	<b>The is the best solution for them</b>
Last year's price plus	Last year's price plus	Last year's price plus
0 – 5%	20%	30 – 50%

# Strategy B: Framing and communication



# Bookkeeping for the year ended 31 December 2019

**We've been listening** to what our clients tell us and we've made some changes.

Firstly **our clients tell us** they hate the way the bookkeeping profession prices – pricing based on how long the work takes **which means** you have no idea what the cost is until the work is finished. **We actually hate it too. It doesn't seem fair.** So what we now do is give a fixed price right up front **so you can plan and budget.**

Secondly **our clients tell us** they want choice. They don't want a one-size-fits-all solution. Not only that, increasingly **people are telling us** they want us to go beyond processing the transactions and help them run a more successful business. **For example**, many of our clients want us to help them...

So we have **three packages for you**, which we call Entry Bookkeeping, Full Bookkeeping and Premium Bookkeeping. Entry Bookkeeping is **what we currently do for you.** If that is all you need you can keep with that offering. And if you want us to help you in other areas you can choose one of the other two packages.

# Bookkeeping for the year ended 31 December 2019

Here are those fixed prices right up front.

## Premium service

Insert monthly price + 40%

Highlight who this is for and the key benefit

## Full bookkeeping

Insert monthly price + 20%

Highlight who this is for and the key benefit

## Entry bookkeeping

Insert monthly price + 5%

Highlight who this is for and the key benefit

Present your solution and options in detail – consider an appendix for the detail.

Responsibilities and scope of work. Explain what is outside the scope of work.

What happens next?



# Face-to-face



- Client
- Bookkeeping
- Annual financial statements
- Personal tax returns
- Payroll
- Cloud Set Up
- Growth services
- Other services

## Bookkeeping - UK

Quote CP000453

Your Preferences

Bookkeeping

Options

CLIENT REPORT

INTERNAL REPORT

BACK

	SELECT	SELECT	SELECT
	Premium bookkeeping	Full bookkeeping	Essential bookkeeping
Your small monthly investment is just...	£2 payments of £5,240	£2 payments of £1,075	£2 payments of £827
Supply of your paperless expense and receipt processing system	✓	✓	✓
Posting of business bank transactions	✓	✓	✓
Completing the monthly bank reconciliations	✓	✓	✓
Posting purchase invoices, expenses and cost transactions	✓	✓	✓
Credit card transactions and reconciliations	✓	✓	✓



- Clubs
- Bookkeeping
- Annual financial statements
- Personal tax returns
- Payroll
- Cloud Set Up
- Growth services
- Other services

## Bookkeeping - UK

Quote CP000452

[CLIENT REPORT](#) [BUDGET REPORT](#) [BACK](#)

Your Preferences: [View Defaults](#) [Options](#)

	<a href="#">SELECT</a>	<a href="#">SELECT</a>	<a href="#">SELECT</a>
	Premium bookkeeping	Full bookkeeping	Essential bookkeeping
Your small monthly investment is just...	12 payments of £750	12 payments of £562	12 payments of £350
Supply of your paperless expense and receipt processing system	✓	✓	✓
Posting of business bank transactions	✓	✓	✓
Completing the monthly bank reconciliations	✓	✓	✓
Posting purchase invoices, expenses and cash transactions	✓	✓	✓
Credit card transactions and reconciliations	✓	✓	✓

# What are you going to do next?

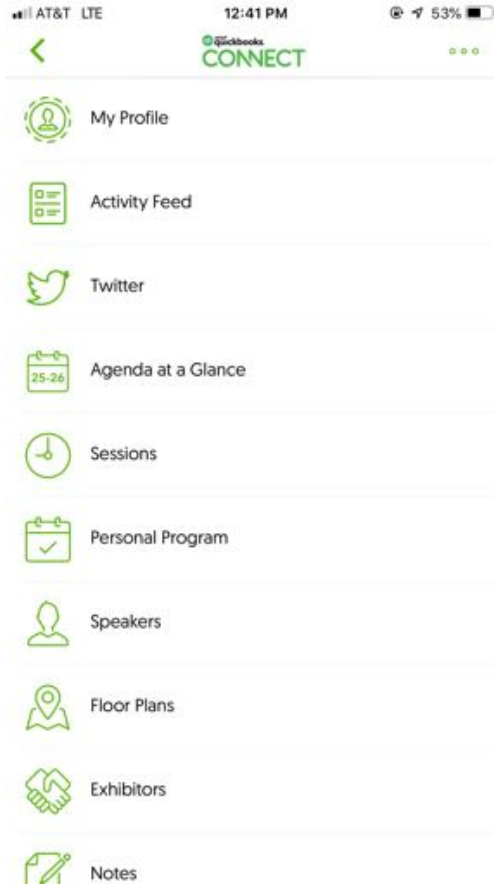
# Questions?

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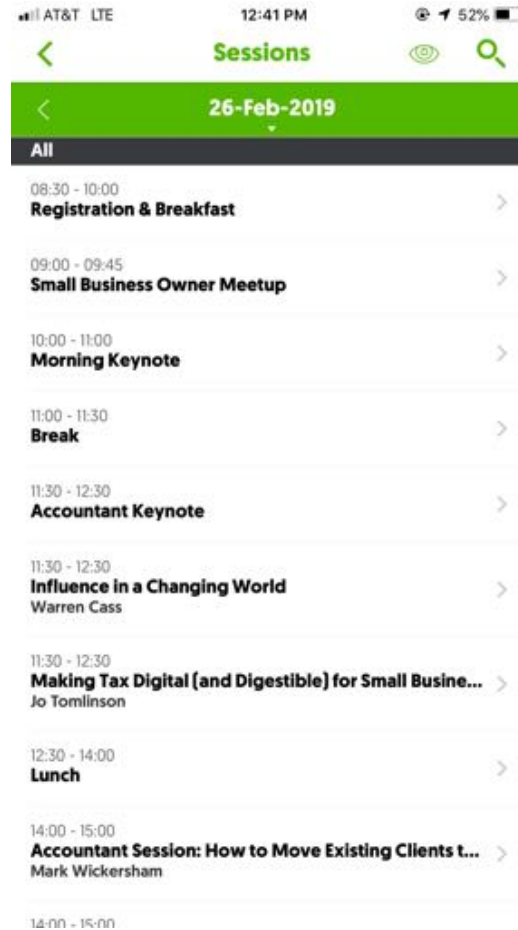


# Rate this session

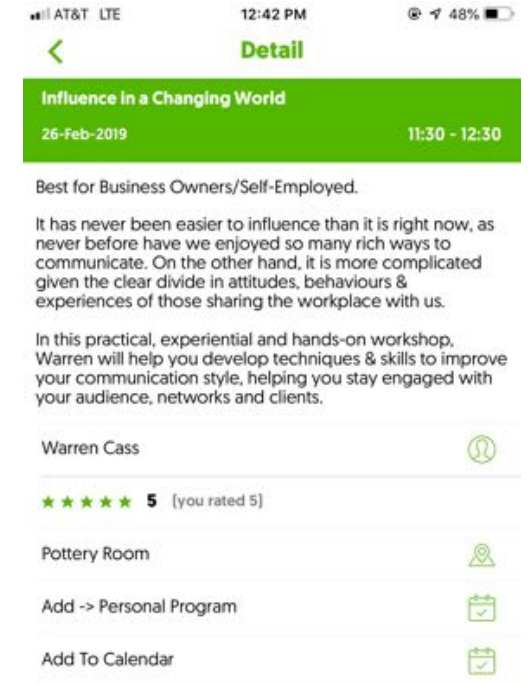
## 1. Select Sessions



## 2. Select Title



## 3. Add Rating

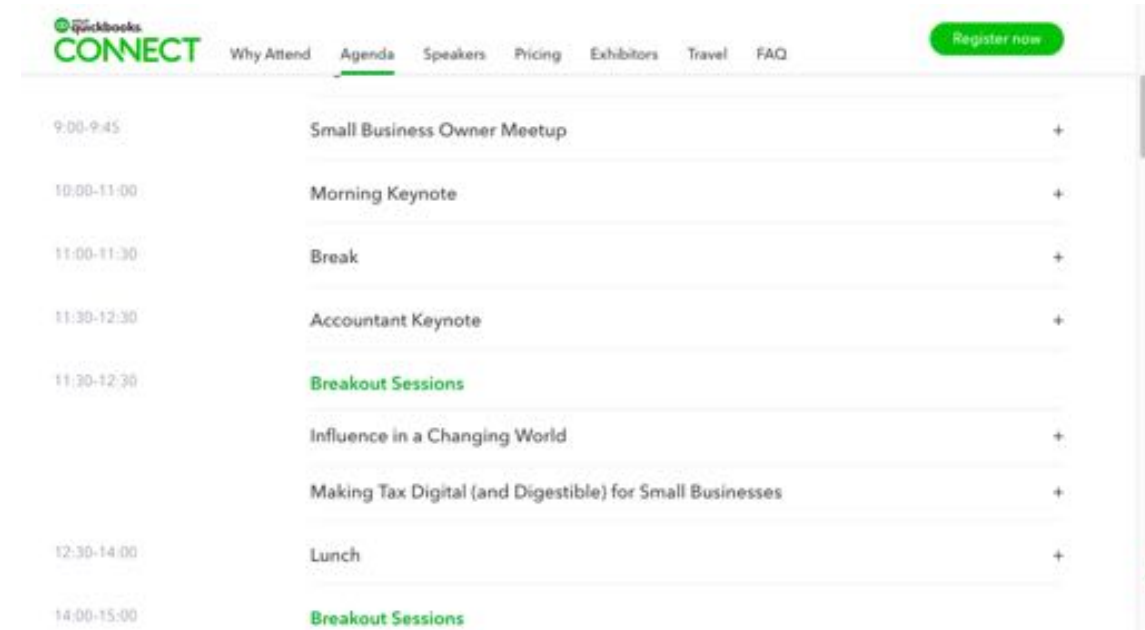


# Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

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



The screenshot shows the QuickBooks Connect agenda page. The header includes the QuickBooks Connect logo, navigation links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Exhibitors', 'Travel', and 'FAQ', and a 'Register now' button. The agenda is a table with columns for time slots and session titles. Each session title has a '+' icon to its right, indicating it can be expanded to show more details or download slides.

Time Slot	Session Title	Action
9:00-9:45	Small Business Owner Meetup	+
10:00-11:00	Morning Keynote	+
11:00-11:30	Break	+
11:30-12:30	Accountant Keynote	+
11:30-12:30	Breakout Sessions	
	Influence in a Changing World	+
	Making Tax Digital (and Digestible) for Small Businesses	+
12:30-14:00	Lunch	+
14:00-15:00	Breakout Sessions	





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