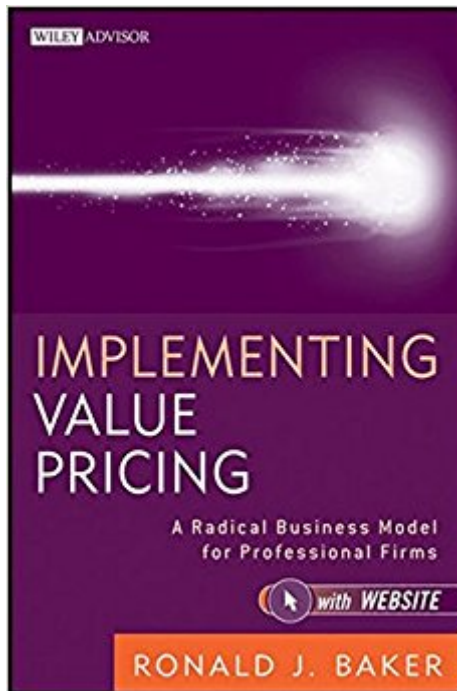


The book was found

# Implementing Value Pricing: A Radical Business Model For Professional Firms



## Synopsis

Praise for *Implementing Value Pricing: A Radical Business Model for Professional Firms* "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studiesâ "everything. This is a must-have and a terrific book." â "Reed K. Holden, founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University [www.holdenadvisors.com](http://www.holdenadvisors.com) "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writerâ "he's a mover and a shaker on a mission. This is the End of Time! Brilliant." â "Paul Dunn, Chairman, B1G1 [www.b1g1.com](http://www.b1g1.com) "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to meâ "and to my customersâ "have been immediate, significant, and ongoing." â "Brent Uren, Principal, Valuation & Business Modeling, Ernst & Young [www.ey.com](http://www.ey.com) "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. *Implementing Value Pricing* is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." â "Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, *Revenue Management: Hard-Core Tactics for Market Domination* [www.revenueanalytics.com](http://www.revenueanalytics.com)

## Book Information

Hardcover: 368 pages

Publisher: Wiley; 1 edition (December 28, 2010)

Language: English

ISBN-10: 0470584610

ISBN-13: 978-0470584613

Product Dimensions: 6.3 x 1.4 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (38 customer reviews)

Best Sellers Rank: #209,027 in Books (See Top 100 in Books) #15 in [Books > Business & Money > Management & Leadership > Pricing](#) #116 in [Books > Business & Money > Accounting > Managerial](#) #387 in [Books > Textbooks > Business & Finance > Accounting](#)

## Customer Reviews

This book has been a very great help in the process of upgrading my consulting practice. Baker presents the idea that professional advisers should have in mind that we are (or should be) giving our clients (which he calls customers) a crowbar with which to open a treasure chest. If so, ten times the price would still be a bargain. We should not offer our services at a cheaper price merely because, for example, we may have lower fixed overhead. Value drives price, not cost. If we have significant intellectual capital (as defined by Baker), offering it at a lower price devalues it and sacrifices a significant amount of profit. We should focus on the totality of our services our firm provides the customer or client and consider bundling them together into a fixed price agreement, not an hourly rate agreement. The billable hour becomes the floor, not the ceiling. Baker outlines methods of qualifying the right customers/clients, the sins of hourly billing and ways to eliminate them, how to understand the value we offer that customers seek, key predictive indicators for knowledge workers, and eight steps to implementing value pricing. In his section on developing and pricing offerings, the author identifies several elements, any or all of which a firm's Value Council (explained in the text) may want to make part of a fixed price agreement, over and above the hourly rate, which is never mentioned: 1. Fixed Price. (A guarantee that the customer/client will not be surprised by an invoice; that all work will be authorized in advance, so that the client will be able to budget his or her professional spend with certainty.) 2. Change Orders.

My introduction to Ron Baker was through a four-part webinar series, of the same title, sponsored by Intuit Inc. It was not your typical webinar in the sense that Ron went way beyond any normal expectation in staying and answering the participants questions after the normal end. He was very gracious and detailed in all of his explanations and I suspect that his giving mentality is carried over into all of his consulting and business encounters. This is exactly what you will receive when reading this book. Actually, I didn't just read this book... I thought my way through all 335 pages and probably marked up almost every page! Ron gives you the "why," the theory, behind all the "how to" which allows the reader to build their own foundation in restructuring their own business model. We

are talking about going from the model where you are selling time to a model where you are giving the client the freedom to placing a value on the outcome of what they will receive from you. This is radical... and it will allow the opportunity to make greater profits than anything that is time based. In fact, your old billable hour becomes the "floor" and not the "ceiling" on any of your new engagements. If you are serious about making an impact in the businesses and lives of your clients then the antiquated "billable-hour" and the "time-sheets" have to go out of your thinking! If any of you hesitated or had to re-read this last sentence then get this book and convince yourself that this radically different approach to doing business is something that you should have done a long time ago.

[Download to continue reading...](#)

Implementing Value Pricing: A Radical Business Model for Professional Firms (Wiley Professional Advisory Services) Implementing Value Pricing: A Radical Business Model for Professional Firms Japanese Firms During the Lost Two Decades: The Recovery of Zombie Firms and Entrenchment of Reputable Firms (SpringerBriefs in Economics) Insider Secrets From A Model Agent: How To Become A Successful Model (Modeling, Modelling, Model Agency) Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) VALUEWEB: How fintech firms are using bitcoin blockchain and mobile technologies to create the Internet of value Professional's Guide to Value Pricing w/CD What It Takes: Seven Secrets of Success from the World's Greatest Professional Firms Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics Handbook of Market Segmentation: Strategic Targeting for Business and Technology Firms, Third Edition (Haworth Series in Segmented, Targeted, and Customized Market) Passing On the Faith: A Radical New Model for Youth and Family Ministry Value Merchants: Demonstrating and Documenting Superior Value in Business Markets Pricing Beauty: The Making of a Fashion Model

