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the flawed hourly  
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method is outdated,  
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the best and brightest  
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having lawyers,



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accountants, and  
consultants charge  
based on the value  
they provide, rather  
than the effort it takes.  
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Pricing is a manifesto  
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case for the revolution.  
It provides detailed  
guidance that includes  
not only strategies and  
tactics, but key  
predictive indicators  
for success.

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Ron Baker, the author  
of Professional's Guide

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Services, Implementing  
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Professional Firms, and  
more, has recognized  
that there is a problem  
with the current  
business model for  
pricing that many  
professional firms use:  
the billable hour. To  
explain, he said:

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CHAPTER 19 Price-Led  
Costing Replaces  
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Innovation requires  
builders not bean-  
counters, and the last  
person who should be



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the man who controls  
the costs. Sure, you ...  
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minutes in, we went  
through the Eight  
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Value Pricing, based on  
my book,  
Implementing Value  
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with the customer,  
including the best  
opening statement to  
begin this  
conversation: "Mr.

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Implementing value pricing : a radical business model for professional firms. [Ronald J Baker] -- "The overwhelming majority of professional firms price their services by the antiquated hourly billing method, a method with many flaws. This new book demonstrates there is a superior model to price ...

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sell intellectual  
Capital." Focused on  
the art of pricing  
commensurate with  
external value created,  
this volume ...

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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 studies everything.

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Implementing Value  
Pricing Dan and Jason  
continue their pricing  
show line-up with the  
incredible Ron Baker ,  
author of Implementing  
Value Pricing: A Radical  
Business Model for  
Professional Firms. We  
are going live on  
Thursday, May 29th at  
4:00 pm ET, so be sure  
to join us then!

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It reflects the client's perception of the value he or she receives from the services that a firm provides, Baker explains in his book *Implementing Value Pricing: A Radical Business Model for Professional Firms*. This value to the client may be in the form of tax savings, increased profits, having a trusted adviser to call

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upon, or simply having

...

**How to get started  
with value pricing -**

**Journal of  
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Business Model for

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been in the making

since my first book was

published in July 1998.

I also understand it is

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probably take another month or so before it's available in the UK, Australia, Canada and New Zealand.

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firm: Step 1: Engage In  
A Value Conversation  
With Your Customers.  
This is the first step,  
and most important  
step. You need to know  
how your customer  
sees and identifies  
value.

**How To Implement  
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a pricing model based  
on value. Part III  
outlines the 8 steps an  
accounting practice or  
firm should take to  
implement value  
pricing.

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Program is based on  
Ron Baker's seminal  
book Implementing  
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Professional Firms. Ron  
is unquestionably the  
world's leading expert  
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professional firms,  
founder of The  
VeraSage Institute , a  
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Professional Firms by  
Ronald J. Baker 111  
ratings, 4.29 average  
rating, 5 reviews  
Implementing Value  
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1-1 of 1 "We are  
interested in finding  
the right customer, at  
the right price,

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consistent with our  
purpose and values,  
even if that means  
frequently turning  
away ...

**Implementing Value  
Pricing Quotes by  
Ronald J. Baker**

Customer value-based  
pricing: ... Ron is the  
author of seven  
bestselling books  
including titles like The  
Firm of the Future,  
Pricing on Purpose,  
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he just recently  
launched a book called,  
The Soul of Enterprise:  
Dialogues on Business  
in the Knowledge  
Economy, which ...

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it is & How to  
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Ronald J. Baker started  
his CPA career in 1984  
with KPMG's Private

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Business Advis ory  
Services in San  
Francisco. Today, he is  
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This three-part series  
of articles were  
excerpted, and  
adapted, from his  
latest book,  
Implementing Value  
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published by John  
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2011: Prepared by  
IFAC's Communications  
Department.

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VALUE PRICING VS.  
VALUE BILLING. Value  
is defined in economic  
terms as: The  
maximum amount that  
a consumer would be  
willing to pay for an  
item. Therefore, value  
pricing can be defined  
as the maximum  
amount a given client  
is willing to pay for a

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particular service,  
before the work  
begins. This is not to  
suggest we can  
capture 100% of  
maximum value, but  
rather that we have  
the potential to access  
...

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value pricing at the  
outset, after living with  
value pricing, attitudes



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become more positive since the benefits of value pricing become apparent. Value pricing case studies: Europe A number of European cities utilize area-wide value pricing, and there is some momentum behind expanding the use of value pricing in Europe.<sup>2</sup> (There are also single ...

### **Value pricing case studies: Europe -**

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Extreme Value-Based Pricing. Now that you understand the exercise, including the importance of starting with a price that equates to customer value, let's take the exercise to an extreme. The idea here is to put the company 100% at risk with regards to monetizing your product. In other words, if the customer doesn't get any value,

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you get ZERO.  
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**Extreme Value-  
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