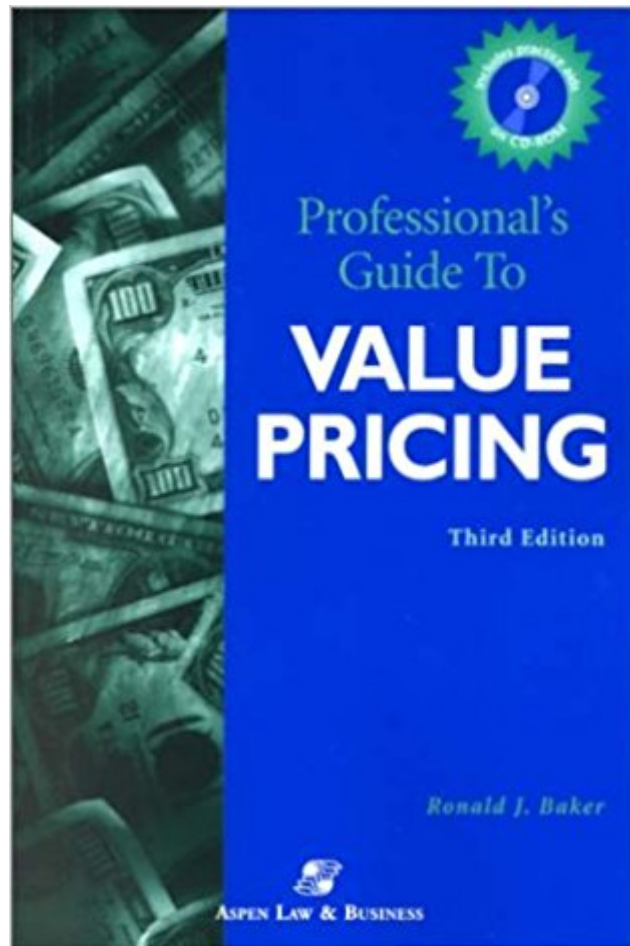




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Professional's Guide To Value Pricing



Synopsis

This guide contains detailed information on value pricing consulting, revenue management through value pricing, electronic commerce pricing, and the relationship between total quality service and value pricing. It examines the profitability of alternative pricing methods and discusses write-downs, self-esteem, and price psychology. Explaining how to stop undervaluing services, it evaluates which customers to keep and which to take on. A companion CD-ROM contains all the essential checklists and sample agreements.

Book Information

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Customer Reviews

Baker's work is easy to read and his strategies are easy to implement. The bottom line... value pricing is easy money. -- Anjanette L. Thomas, Esq. I have long been frustrated to watch CPAs leave so much on the table because of their timidity about obtaining the full value of their services. This is particularly true for practitioners who have worked hard to increase the value of their services, but who have no idea how to increase their prices. Ron Baker's Value Pricing provides the long-needed guidance for matching price to value. I highly recommend this book to every CPA. -- Jim Kurtz, CPA, CA Society of Certified Public Accountants Ron Baker is a true visionary for the CPA profession. He understands both the economic side and the human side of our business. He has taught me how to determine the services our clients most value. When true value has been provided, our clients have compensated us accordingly. This compensation has far surpassed any measurement of hourly rate or time involved. I encourage my fellow professionals to put Ron

Baker's concepts into practice and discover for yourselves how richly your efforts will be rewarded.

-- Daryl B. Golemb, CPA
Ron Baker is arguably the profession's most original thinker. If you want to make money--and I mean significantly more money--from your practice, this book is a must-read. Ron understands this subject like the back of this hand and he's passionate about it. He could safely offer a hundred-fold money-back guarantee.

-- Chris Frederiksen, CPA, Frederiksen & Co.
Ron Baker is one of the master thinkers in the accounting profession. Few people have thought as long and hard about Total Quality Service and Value Pricing as he has. Every serious CPA who wants to add value and be compensated accordingly should own, read, and re-read this extraordinary book.

-- Troy Waugh, CPA, MBA, President, Waugh & Co.

--This text refers to an out of print or unavailable edition of this title.

All business people live the ultimate contradiction: We spend our nights praying for the ability to charge monopoly prices, and we spend our days engaged in the very activity that drives those prices downward--that is, increasing the market supply of our services. The theories and concepts in this book are passed on to you in the hope that your transition from hourly billing to Value Pricing will be easier and less prone to failure.

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Read it over the weekend.. Loved it. I have followed Ron Baker's most recent work: Pricing on Purpose, Firm of The Future, and Mind over Matter... but wanted to reas his first book.. Fantastic, strongly recommend it if you can find it used... However, if you have to choose between this one and the "new" version of this book: "Implementing Value Pricing" get the new one! Implementing Value Pricing: A Radical Business Model for Professional Firms

The book is great. Ron Baker provides insight into the valuation of services from an economics perspective and contrasts that with traditional notions of cost-plus pricing in the form of hourly fees. He encourages accounting and legal professionals to focus more on the customer and his/her needs in establishing an agreed price up front, rather than focusing on the service-provider's needs to cover costs. He provides historical insight into cost pricing and illustrates his arguments by suggesting what non-professional transactions might look like if other industries priced their goods or services like lawyers and accountants do. I purchased a used version of the book because it was nearly new and still had the original software with it--unopened. Unfortunately, the software is outdated and I cannot seem to utilize it. My lower rating does not reflect the quality of the book

(which I recommend that everyone read) but to call attention to the outdated software and encourage others to buy a newer version.

I heard great things about this book which led me to purchase it. I was hesitant given it's age but I figured it had withstood the test of time. When I received it and started reading I was disappointed that it is targeted to CPAs of which I know nothing about. Just before throwing it aside and moving onto other more "valuable" books I decided to keep reading. I can't imagine the implications of not having continued. Being in the professional services industry I was looking for a book that would help me make sense of pricing my services and being valuable to my clients. I haven't read the entire book but I poured through most of it in a single evening. At the time I was reading this I was also preparing a proposal for a client and decided to take a risk and put to use some of what I had read. I was afraid and certain that my proposal would be rejected and that I would be ridiculed. Instead, to my surprise, the proposal was eagerly accepted without hesitation. Needless to say, I will be studying this book much deeper. Buy this book. It will take you to the next level. It's that good.

Run, don't walk, to order your copy of this book. Ron Baker does for pricing our services what Montgomery did for Auditing. What a novel idea, to get paid for the value of the services that we provide to our clients. Ron Baker's goal, as he so aptly describes it, is "to trash time sheets forever". Keeping track of time is the biggest waste of time ever perpetrated on professionals. Accountants have become slaves to the concept of "the almighty hour". We are not selling hours but intellectual capital. Ron takes you through every step necessary to start your trip to successful value pricing. You will learn exactly how to present this to your existing clients. You will also learn how to use a change order when there turns out to be hidden surprises that no one anticipated. He will explain the concept of service guarantees as an excellent way of gaining new clients and show you in detail how to draft service agreements to use. The book comes with a CD-Rom that has many forms and agreements referred to in the book. I don't know too many people who are thrilled about the idea of having any work done for them without knowing exactly what the cost will be. It's like boarding an airplane in Los Angeles, flying to New York, and being told your fare will depend on how many minutes you're in the air. Ron Baker is truly one of the very few original thinkers in the accounting profession. Listen to him; learn from him, and I promise you that you will improve your professional life and most important, your bottom line as well.

I read this book on the recommendation of a friend, Paul Dunn. Paul had already set me up to

become a value pricing (VP) fan as that what he lives and breathes, and so I was already in a positive frame of mind to read the book. Well, the book blew my mind! It delivered on all of my expectations and then some. If you are serious about making a difference in your business, then you absolutely have to read this book. This book is not just for accountants and lawyers. It is for any service organisation that has a pricing policy. The science behind VP and how to value your services is incredible. And when you've read it, you'll see just how much common sense there is in VP. We are now working on introducing VP into our firm and while it's not going to be all beer and skittles as we go through the process, what we can see as possible on the other side of VP, we know will make it all worthwhile. Read and enjoy!

Having read the previous edition of this book for just 20 minutes I e-mailed the author to tell him that "I have seen this book described as the most important book in the profession. Without a shadow of a doubt, it will change my life." The new chapters make this latest edition even better. Read the chapter on Total Quality Service to understand how to compete in the future. Ron Baker will completely change your views on pricing professional services. You will start to charge what you are worth with a consequent improvement in both income and self esteem. Recently I was in a group of 70 accountants who listened to the author speak on Value Pricing for just ten minutes. At the end he received a standing ovation. In my 30 years in the profession I have never seen accountants show such enthusiasm for a speaker and his subject. If you want to change your professional (and personal) life for the better buy this book.

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