

## Pricing services

By Nigel Haddon



# Two day value pricing program

A comprehensive, two-day masterclass that will equip your delegates to price their work more confidently, more effectively and more creatively.

## Who is it for?

I've worked with firms of all shape and sizes, from niche sole practitioner through to top 100 (law)/top 40 (accountancy), altogether some 100 law and accountancy firms in about a dozen jurisdictions. Every firm I've trained in pricing makes more money as a result. And they have happier clients too!

## Content

This two-day program covers all the pricing strategies and tactics applicable to the participant firm or practice group/service line, allows for consideration of numerous case studies, for practising the skills learned and looks ahead to post-learning implementation. Existing pricing practices are challenged, and eyes are opened to other, more optimal ways of pricing.

The program comprises six sessions of approximately 90 minutes each, timetabled to suit you but typically 9.30 to 3.15 each day with breaks in the morning and for lunch. Content would be broadly as follows:

**Session 1** – an introduction to value pricing, the foundational elements, pricing psychology

**Session 2** – hourly rates: what's good about them, what's not so good, how to use them more effectively, how to capture value using time-based billing

**Session 3** – fee ranges, fixed fees (and how to make them profitable), capped fees and cap & collar arrangements

**Session 4** – further pricing techniques: contingent and part contingent pricing, retainers, bundling & unbundling, guarantees

**Session 5** – further pricing techniques to conclusion: hybrids, urgency, menu pricing and break out workshops

**Session 6** – pricing the client, scope creep and how to manage it, whole group workshop

## Cost

There are three options here:

### Option 1:

£[Amount], payable in three equal instalments, one on booking, one within 7 days of delivery and the third two months after that. The third instalment comes with my results guarantee. You only pay this when you're satisfied that you've had a return on your investment. Full terms are detailed in my terms and conditions.

### Option 2:

£[Amount], payable in three equal instalments, one on booking, one within 7 days of delivery and the third two months after that. No 'results' guarantee.

### Option 3:

£[Amount], if paid 50% on booking and the balance not less than 7 days before scheduled delivery.

These prices are applicable for up to 15 delegates, though additional delegates can be added at a cost of £[Amount] per person up to a maximum of 20 delegates. One or two observers from the firm's central management may attend free of charge. Prices are subject to VAT but are inclusive of expenses.



Contact Nigel Haddon on  
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[nigel@haddonconsult.co.uk](mailto:nigel@haddonconsult.co.uk)  
to discuss further or make your booking.



# Pricing taster

As a former law firm managing partner, I get that it's not always easy to win buy-in to ambitious and transformative projects like improving the firm's pricing capabilities. The time commitment and cost associated with a comprehensive pricing training program means that this IS a big decision for the firm, one you will want the majority of partners to support.

To give partners a 'peek under the bonnet' at what value pricing is all about, and to help build a coalition of support for the training, I offer firms short 'taster' presentations that are designed to:

- ▶ Allow partners to see who they'd be working with;
- ▶ Give the firm a taste of the content of the program and the outcomes the firm can expect;
- ▶ Provide partners with the opportunity to ask questions and have those questions answered.

## What does the 'taster' look like?

A presentation of about an hour to as many of your partners and senior colleagues as would like to attend, with up to 30 minutes thereafter available for Q & A.

## Where would this take place?

At your offices or partners' conference venue, or, if preferred, online by Zoom or Teams.

## When?

A mutually convenient date and time, which we'd agree with you while booking.

## Cost

You have a couple of choices, either:

### Option 1:

£[Amount] payable within 14 days of delivery.

### Option 2:

£[Amount] if paid in advance within seven days of receiving our invoice, which will be raised at the time you make the booking.

If your firm proceeds to book pricing training with me, 50% of the fee paid for the taster will be credited against the cost of that training.

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# One day introduction to value pricing/one day associates' program

I offer two versions of a one day program.

The first is an introduction to value pricing. It is a condensed version of the two-day program, concentrating on the fundamentals and most commonly used pricing strategies. It is designed for smaller firms and/or firms who want an extended dip of their toes in value pricing waters before perhaps committing to a series of two-day programs.

The second is more tailored and works well for groups of junior professionals, to follow on from Partners having experienced the two-day program. Alternatively, it can be customised for practice area specific groups.

The day would comprise four 75-minute sessions, timetabled to suit you but usually between 9.30 and 4pm with breaks between sessions. Content for the Introductory program would be:

**Session 1** – an introduction to basic concepts – the building blocks for value pricing

**Session 2** – pricing psychology and hourly billing (and how to do it much better)

**Session 3** – fee ranges, fixed fees and fee caps – why there's nothing to be afraid of here and how to price on a fixed fee basis profitably and have happier clients!

**Session 4** – further pricing techniques such as contingent fees, bundling & unbundling, retainers, menu pricing and guarantees

Content for an Associates' program would be similar but revised appropriately for the practice area/service line or group participating.

## Cost

You have two payment options:

### Option 1:

£[Amount], payable in two equal instalments - 50% on booking, 50% 30 days after delivery.

### Option 2:

£[Amount], payable in full 7 days before scheduled delivery.

These prices are applicable for up to 15 delegates, though additional delegates can be added at a cost of £[Amount] per person up to a maximum of 20 delegates. One or two observers from the firm's central management may attend free of charge.

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## About Nigel Haddon

I am a former law firm managing partner who led the successful implementation in my own firm of a value-based approach to pricing. In the years that I've been delivering pricing training, I've worked with about 100 firms (in law and accountancy) in more than 10 jurisdictions and know just what's needed to win hearts and minds and help you with implementation post-training.

I also teach pricing at Masters level for the College of Law Australia.

In the legal sector, I also work as a critical friend for law firm leaders and advise on mergers and acquisitions. I am a member of the Law Consultancy Network, a founder member of the Association of Law Firm Merger Advisers and a member of Mosaic Legal.





## Testimonials

“

Wollens has seen huge benefits from running pricing masterclasses. Nigel Haddon delivered the training in an engaging manner with the benefit of his experience both as a lawyer and as a law firm CEO clearly shining through. Following the training one of our private client partners described the masterclass as an “absolutely brilliant game changer!” In the first full financial year post training we saw a 26% increase in average fees per file. The result is better service to clients, happier lawyers, and a more profitable firm – a no brainer!

”

**Chris Hart, CEO, Wollens LLP**

“

The course was all I hoped it would be. Nigel won trust and took us all on a pricing journey which quite properly challenged a number of pre-conceptions. Lots of valuable take-aways from our time with Nigel. Just down to us to now embed it into our practices.

”

**Guy Birkett, Partner, FBC Manby Bowdler**

“

It's the most useful course I've been on in years. I thought I would pick up a few tips but I got far more than I expected from it. We have refocused on getting our pricing right and have lost only one instruction due to price, the rest are all delighted with the price and the value we have provided.

”

**Paul Bennett, Partner, Bennett Briegal  
Chair, Law Society Law Management Section**



# Other pricing services

## Retainers

I offer retainer-based support to suit the appetite and the budgets of my clients. At the 'entry level' this comprises up to two hours' pricing support per month, delivered remotely, which can be used as the firm sees fit. At the other end of the spectrum, the 'platinum' service allows unlimited pricing support and one day of my time per quarter spent at your offices, which can be utilised as you require. Think of 'platinum' as like having a part time Pricing Director!

Prices start from the entry level at £600 pm, with various intermediate packages available before arriving at 'platinum' which is £3000 pm. Let me know what level of support you think you'll need and I'll let you have details of the retainer package to suit.

## Refresher days

Many firms call me back several months after the initial pricing training to help them tackle particular issues, or re-kindle enthusiasm for the pricing project. A Refresher Day usually comprises four 75-minutes sessions with content to be agreed between us in advance – you tell me what the issues are and I'll craft a day to deliver the outcomes that matter to you.

## Cost

You have two payment options:

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These prices are applicable for up to 15 delegates, though additional delegates can be added at a cost of £[Amount] per person up to a maximum of 20 delegates. One or two observers from the firm's central management may attend free of charge.

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# Other pricing services

## Implementation

I understand that your firm's pricing journey doesn't end on completion of a one- or two-day training program. Hearts and minds may well have been won over, and there is typically considerable enthusiasm among the delegates for 'getting on' with using their new pricing skills.

But the firm will have a lot of work to do: around strategy, pricing policies, the engagement process and documentation, at the very least.

I'm here to help if required. I've 'been there and done that' while in private practice and advised a significant number of firms on 'best practice' in implementation.

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## Special Projects

From helping with RFPs to advising on the pricing of significant matters, from helping a particular team craft solutions to problems they are experiencing to helping embed a firm-wide pricing strategy. Support as and when you need it. Targeted, focused and straightforward. Akin in some ways to having an in-house Pricing Director, but without the ongoing overhead or need for a formal retainer!

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## Ad hoc support

Does a retainer seem like too big a commitment? Not sure how much help you'll need nor when? Then you can get help with your pricing issues as and when they arise from me on an 'as you need it' basis.

I employ 'waterfall' pricing in setting my fees for Implementation, Special Projects and Ad hoc support. If you just want a little of my time, and I can help remotely, then my price would be based on an hourly rate of £395, unless the matter is urgent. Half a day costs less than four hours' time, a full day less than two half days, and so on – you get the picture. Where I need to spend time with you at your offices or other suitable venue, or the matter is urgent, prices would be a little higher to reflect those circumstances.

In short, no two projects are the same, just as no two clients are the same. I'd consider in each case what you wanted me to do and then provide you with a couple of pricing and/or payment options, based on what I've set out above.

Prices are subject to VAT but are inclusive of expenses.



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