

# 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 50 (both law and 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.

Prices include the supply of a practical course workbook of almost 100 pages and a suite of editable pricing and scoping templates, tailor made for both lawyers and accountants.

The program comprises six sessions of approximately 90 minutes each, timetabled to suit you but typically 9.30 to 3.00 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



## September to December

### 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 details are set out 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.

## January to July

### 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 details are set out 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.

Over recent years demand for my training has been exceptionally strong during the period from September to Christmas, steadier for the rest of the year. My pricing now reflects that.

Contact Nigel Haddon on  
**0775 3605 236**  
**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 value pricing program

I offer a number of versions of a one day program.

The first is an introduction to pricing strategies. It is aimed at smaller firms and/or practice area/service line specific groups.

The second is more tailored and works well for groups of Associates or junior professionals, to follow on from Partners having experienced the two-day program.

Finally, I am able to offer customised one-day programs to suit my clients' needs. A one-day program can work well as a refresher, for example.

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

September  
to December

**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.

January  
to July

**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.

Prices are subject to VAT but are inclusive of expenses.

Over recent years demand for my training has been exceptionally strong during the period from September to Christmas, steadier for the rest of the year. My pricing now reflects that.

“Extremely useful training – well presented, thought provoking and a real game changer! Thoroughly enjoyed it from start to finish – thank you!”

Susan Glenholme, Managing Partner,  
Debenhams Ottaway

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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. I am a member of the international Law Consultancy Network and a founder member of Mosaic Legal.

“Nigel's engaging pricing training was an excellent investment for our team, who all left the session with a renewed sense of positivity. Some of us had attended other pricing training in the past and described this as being on a wholly different level, not only due to the relevant and up to date content but also Nigel's approachable manner.”

**Claire Brook, Employment Law Partner,  
Aaron & Partners**





# 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  
Past Chair, Law Society Leadership and 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, the Partner Service package 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 Partner as like having a part time Pricing Director!

Prices start from the entry level at £[Amount] pm, with various intermediate packages available before arriving at Partner which is £[Amount] pm. Please ask for our Retainer Services brochure.

## Refresher days

Many firms call me back several months after the initial pricing training to help them tackle particular issues, or rekindle enthusiasm for the pricing project. A Refresher Day usually comprises three 75-minutes sessions and one final session of about an hour 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.

### Refresher Days September to December

**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.

### Refresher Days January to July

**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.

Prices are subject to VAT but are inclusive of expenses.

“ We have used Nigel for Pricing on a number of occasions now. Like a lot of things, the theory is not complicated but winning hearts and minds and getting people to change habits that have been ingrained for years is. Nigel dealt with the potential “naysayers” extremely well and converted a number to advocates. After the course every time we use his theory we get better results and it has paid for itself many times over. ”

**Hamish Morrison, Managing Partner, BHP LLP**

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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.

## Bids & pitches

Our work with public and private sector tenders and RFPs typically begins with our gaining a full understanding of the needs and drivers of the purchaser. Often the procurement process is highly regulated and complex, and we help you navigate that and tailor a response that answers the needs of the buyer and aligns with their culture and values. Our deep knowledge of pricing enables us then to convey the selling points of the firm, while also competing effectively with other bidders.

## Ad hoc support

Do you have an unusually complex or high value matter that you need help pricing? 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.

Implementation and Ad hoc support can be provided, often remotely, from £525 per hour. 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.

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