

NEVER ACCEPT THE “MARKET PRICE” YOU HAVE MORE POWER THAN YOU THINK

You're not better if you charge the same as everyone else

Buyers Have More Power

Professionals from high-priced attorneys to engineering consultants are battling to get a fair price for their work. When the market sets your price, buyers no longer see unique value in your offering. The most dangerous thing you can do is resign yourself to the “the market price.” This only causes potential buyers to treat you as a commodity.

Deal Yourself a Stronger Hand

Bruce La Fetra shares experience gained over 15 years and hundreds of interviews conducted for dozens of clients, allowing you to “peek behind the curtain” and see your value the way your best clients see it. Bruce's four-step process takes back your market by making you the best choice for a given audience, even if your physical deliverables aren't that different from other providers.

- **Recognize** what makes you look commodity-like to buyers
- **Focus** on why your best clients select you.
- **View** the market the way your clients do.
- **Present** yourself so pricing is a secondary criterion.



You Will Learn

- The common question you shouldn't answer.
- Why the conventional wisdom of being “different” is a poor strategy.
- How bullet points undermine your pricing leverage.
- How to become more valuable to your clients and nearly impossible to displace.

Bruce La Fetra is a speaker, writer, and strategic marketing advisor to law, consulting, engineering, and other professional services firms. His insights and focus shorten the sales cycle, grows revenue, and increases pricing & profitability for his clients. He unlocks untapped potential by boldly reframing conventional thinking related to clients, employees, pricing, and profits.

Contact Bruce at Bruce@LaFetraConsulting.com or **(408) 749-1028**.