

# 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

High-impact professionals ranging from 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 working with you. Resigning yourself to the “the market price” is the most destructive thing you can do to your practice. Do this, and potential buyers will 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 “peak behind the curtain” and see your value the way your best clients see it. Bruce guides professional in taking back their market by becoming the best choice for a given audience. When you're the best choice, you're also the easy choice for prospects, even when your physical deliverables aren't that different from other providers.



Using a bit of neuro-economics and a whole lot of common sense, you will:

- **Recognize** factors that undermine the value of your services
- **Focus** on why your best clients select you
- **View** the market the way your clients do
- **Present** yourself so pricing is not a primary concern

## You Will Learn

- The common question you get asked that you shouldn't answer
- Why focusing on how you are “different” undermines you with prospects
- Why bullet points reduce your pricing leverage
- How to become the easy choice for prospects and nearly impossible to displace

**Bruce La Fetra** is a speaker, writer, and strategic marketing & business development advisor. Law, consulting, engineering, and other professional services firms use his marketing insights to shorten the sales cycle, grow revenue, and increase pricing & profitability. Contact Bruce at [Bruce@LaFetraConsulting.com](mailto:Bruce@LaFetraConsulting.com) or **(408) 749-1028**.