

# THINK LIKE A CLIENT

## INCREASE YOUR VALUE (AND YOUR FEES)



*Make it easier for clients to see your value to their organization*

The market for all types of professionals is under pressure. Clients have more—and often better—choices than ever before. Since it's hard for clients to access the quality of your work versus other firms, they play you off other firms to reduce prices. Marketing touting your people, expertise, or “client-centric thinking” doesn't move the needle.

It's doesn't have to be like this.

### Stop Short-Changing Your Value

The real issue is most professionals connect their value to the client deliverables itemized on an invoice (ostensibly this is what clients are paying for) without realizing they are short-changing the contributions they make to their clients' businesses. Clients see you as indispensable when you align with their goals rather than your own.



Bruce La Fetra draws on experience gained over 15 years and hundreds of interviews conducted for dozens of clients to show you how to think like your clients. Bruce's counter-intuitive insights re-orient your focus to the value you already deliver, but under-appreciate. Bruce will move your thinking well beyond “selling benefits.”

### You Will Learn

- Stop thinking like an Expert and start thinking as an Advisor.
- Become more valuable to your clients and nearly impossible to displace.
- Why hourly billing undermines your value (and how to think differently even if you can't change your billing practices).
- Generate more and better referrals and recommendations from clients and referral partners.

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### About Bruce La Fetra

As a strategic marketing advisor to law, consulting, engineering, and other elite professional services firms, Bruce La Fetra transforms marketing into a core asset. Insights and focus generate more revenue, shorter sales cycles, and increased profitability. At stake is more than just revenue and profits; the Strategic Marketing 3.0® framework converts marketing from a task professionals dread to a mindset they value and embrace. Contact Bruce at [Bruce@LaFetraConsulting.com](mailto:Bruce@LaFetraConsulting.com) or (408) 749-1028.