

# Get Full Value for What You Provide

Elizabeth Berrien

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## *The Value of an Object is That Which It Will Bring*

What you provide:

Product and/or Service: Hand-Made or Manufactured Goods (including art, writings, music)  
Professional (self-employed) or Personal (employee for hire)

Define who's paying:

- Customers for product
- Clients for service
- Current and/or prospective employers
- Private, corporate or government

## *The Value of an Object is That Which It Will Bring*

**Maximize the value** of what you offer:

**Define your brand:** Have an elevator speech. Name 3 to 5 things about yourself and your goods/service that make them worthy of their full value.

- **Find your niche**, or niche-within-a-niche
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- Specialize to avoid direct competition, avoid flat-rate comparison shopping scenarios
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- Strive to produce **highest quality** of goods and services possible within your niche.
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- Bonus points for offering something that holds and/or increases in value
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- “Exotic” appeal: Locals tend to downgrade locals and take them for granted.
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- **Export** your product/service as far from home as possible.

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**Setting Prices:**

- conventional price-setting formula is limiting, makes you more prone to competition

**Research your field** to get an idea of what others charge for comparable goods or services... and what some types of client are accustomed to paying.

**Discussions/RFQ's/RFP's/negotiations**

Do NOT think about the need for money while negotiating a sale.

**Promote the great value of what you've got to offer.**

**Ask for a budget range** – then create multiple options targeting the high end of that budget.

**Have a basis** for your prices:

Its uniqueness, quality, suitability to the client's needs

Your years of training, experience, and specialty skills in providing a valued product

**Custom orders:** Have a broad range of options to fit varying client budgets – general mid-range prices, deluxe options for fat budgets, and pared-down, streamlined options for lower budgets or low end of sliding scales.

Don't scrape your profit margin beyond reason, or you'll really resent the job.

**Have a baseline** source of general prices for client to refer to (I use my Etsy shop)

Sliding scale: good, for case-by-case – use your judgment and maintain boundaries

**Never cut your prices.** Rather, consider one-time discounts for multiple purchase, "streamlined" product, etc. Or free shipping, "lagniappe" toss-ins.

**Float** your product on the market: if sales of one item or region soar, focus on them and gradually bring the rest of your line or territory up too. If you get too many orders to keep up with comfortably, nudge prices up – and let go of those 20% lowest-paying jobs.

**Don't be too nice**, conceding too much in hopes the client will like you... Be *respected*.

Pushy/hardball/inflexible negotiators: be flexible while asserting basis of value.

**Be willing to walk away:** consider the 80/20 rule as it applies to high-maintenance clientele.

### **Useful Reading:**

Nice Girls Don't Get the Corner Office, by Lois P. Frankel, PhD

Getting to Yes, Negotiating Agreement Without Giving In, by Roger Fisher and William Ury

Better Boundaries, Owning and Treasuring Your Life, by Jan Black & Greg Ennis

Working with Emotional Intelligence: Daniel Goleman