



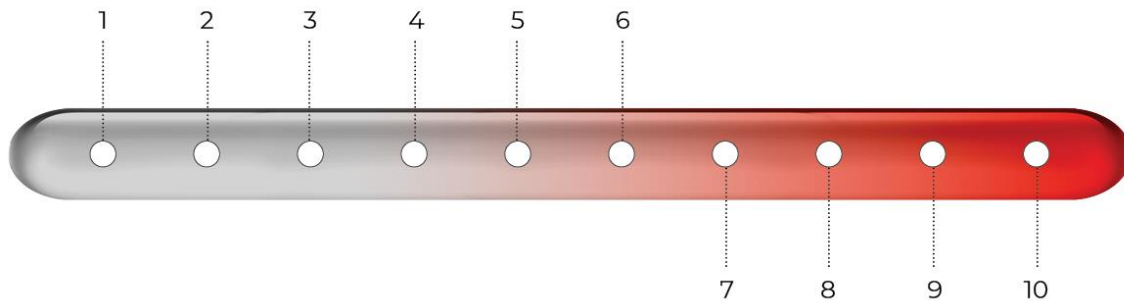
**IMPACTS fall along a *continuum* from
“minor” to “monumental”**

- Help your clients choose the IMPACT that best suits them TODAY
- Price it accordingly
- Plant the seeds for future engagements



IMPACT Based Pricing Continuum

CONTINUUM: A continuous progression of changing value.
The **extremes are quite distinct.**



TRIVERS CONSULTING GROUP
Pricing Experts

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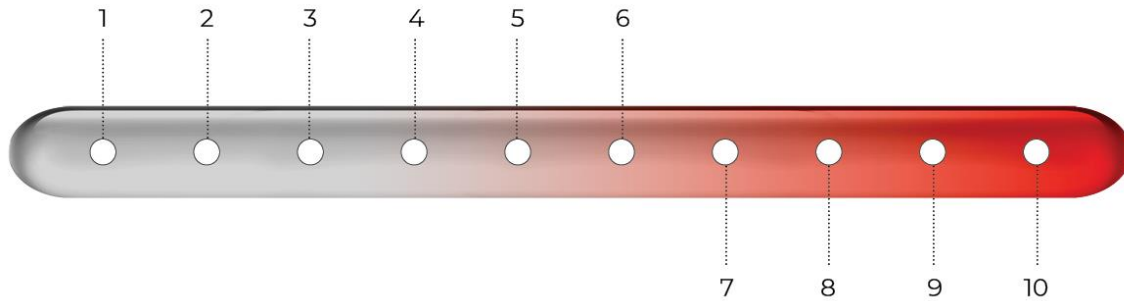
Think about the continuum of your IMPACTS:

- What 2 or 3 IMPACTS fall at the lower end?
- What 2 or 3 IMPACTS fall mid-way?
- What 1 or 2 IMPACTS land at the highest end?



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How IMPACTS Range Along the Continuum

1, 2, 3 very minor to minor; often short term impact; or an impact limited in effect.

4, 5, 6 medium; typically widespread impact; contributes to revenue increases and/or cost reductions; can be a 3-9 month plan.

7, 8 medium-PLUS: has longer term impact, such as one year; revisions/redesign that build up a new or better foundation. Moves from one revenue/size class to the next level up such as low mid-size to middle mid-size.

9, 10 Huge! Large revenue and profit increases. Influx of most desirable clients. Industry awards and recognition. High value exit is possible. Attracts acquisition inquires and/or investors.



Why does IMPACT Based Pricing make a difference to you and your clients?

The way I see it, there's no way to know what value is delivered in an hour of intellectual knowledge work.

Not because people are unethical or lack integrity.

Because>>>>>



Intellectual or knowledge work doesn't unfold in neat 60 minute increments.

Hourly billing is no guarantee that substantive work is delivered each hour.



Clients benefit from the IMPACT delivered.

You benefit from delivering life changing IMPACT.

As clients move up the levels towards greater achievements...

Your firm can support them by delivering greater IMPACT.

No hourly rate grows with the growth of IMPACT delivered.



Only IMPACT based pricing

Grows as clients

Succeed at one step and

Move up to the next.

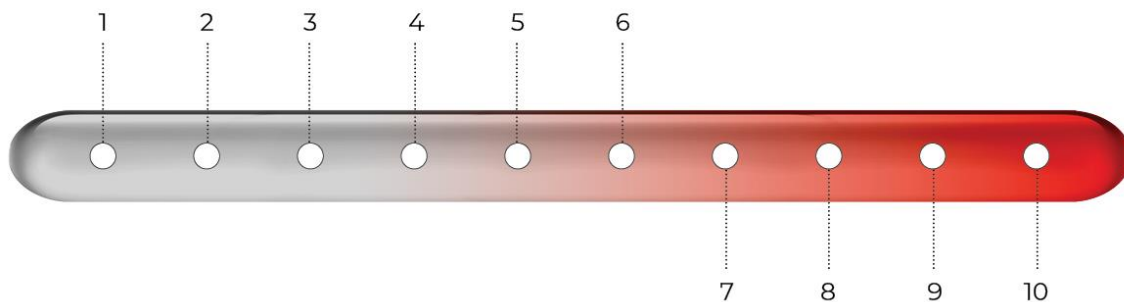


Where are your clients on the continuum today?

How will you deliver IMPACT that moves them “minor” to “Monumental?”

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I Blog about IMPACT pricing every week.

Here's the link to these and many other posts.

<https://susantrivers.com/business-growth-blog/>

“What Does IMPACT Sound Like?”

“The Plumber Does It. Why Don't You?”

“Thinking While Driving—How Do You Charge for That?”

“Surprising Reasons Why Clients Don't Trust Hourly Billing”

“Ten Examples of Life Changing Value Your Firm Can Deliver”

