

Good Morning Ladies and Gentlemen

Welcome to How to Help Your Fee-Earners
Charge What They're Worth And Get It!

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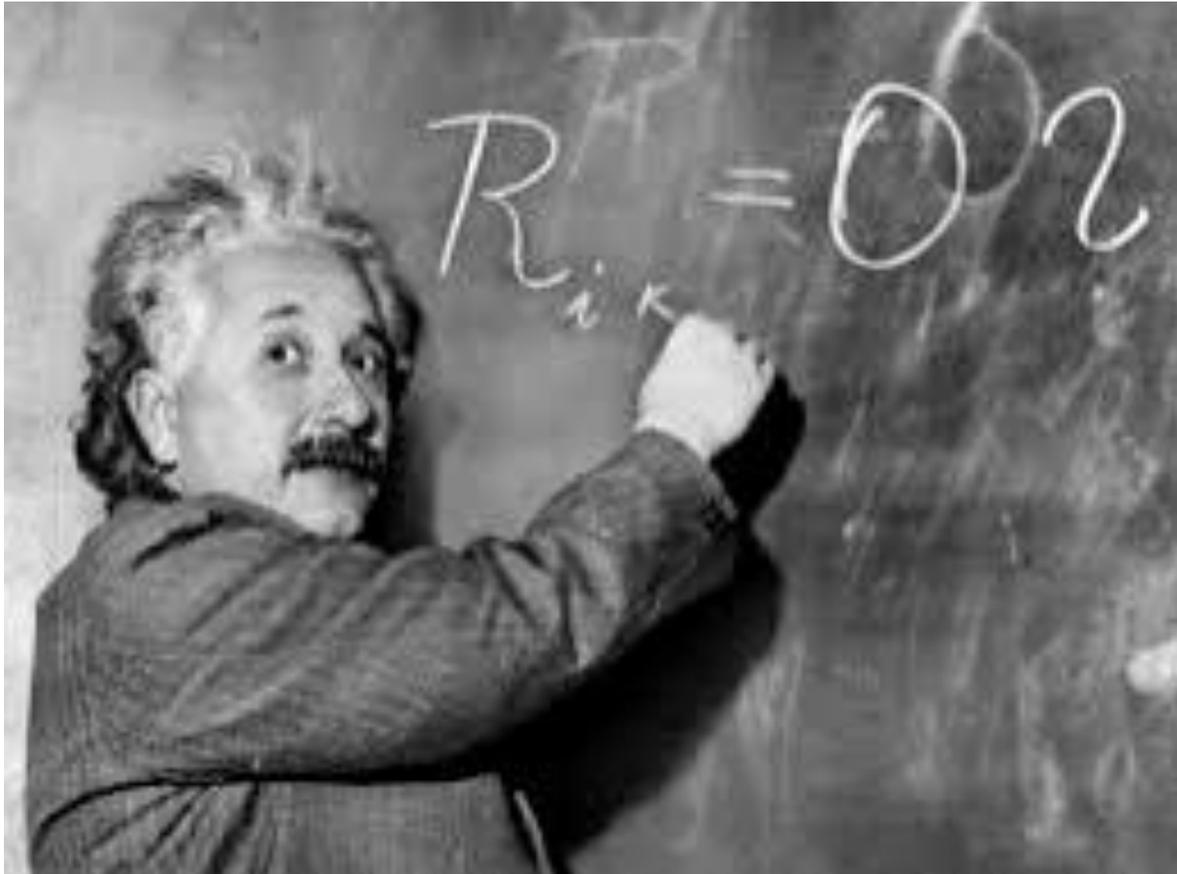


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The Magic Formula



$$UV + CV + CD = CW$$



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You Might Want to Write this Down

Fee-earners' clients will only really value them when they learn to value themselves!



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Understanding Their Value

There are three key aspects to fee-earners understanding their value:

Their expertise

The client's perception

Their general self-worth



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Understanding Their Value

- Their expertise consists of:
- Their professional qualifications
- Their CPD
- Their experience



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How to Charge What They're Worth and Get It

Deeply reflect on their expertise –
it's not a 5 minute job!

Become a master at understanding
their clients' needs

Increase their self-worth



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SUGGESTED ACTIVITY

- Select half a dozen open-minded, willing fee-earners
- Get them into pairs.
- One asks “What’s the value you bring to your clients?”
- The other answers.

Every time they answer, their partner says: “What else?”

Then swap over.



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CV = Communicating Their Value



- Conversations around value not merely discussing price.



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CD = Comfortable Discussing Fees

- Fact: Many fee-earners are not comfortable with this aspect of their job.
- Unfounded and irrational fears are often at the heart of it, usually a fear of rejection or a fear of losing the client.



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CW = Charging What They're Worth



- This needs no explanation because it's a direct result of putting all three aspects of the formula together.



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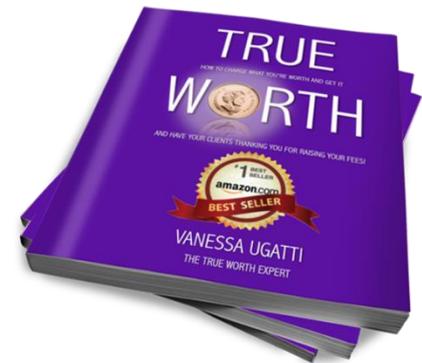
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How to Charge What You're Worth and Get It

For a complimentary copy of Amazon Best-Seller, True Worth, visit: www.thetrueworthexpert.com

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