

# PRICING POLICIES FOR PROFESSIONAL FIRMS

A GUIDE FOR THE ACCOUNTING AND ADVISORY FIRM OF THE FUTURE



## A NEW 10 PART **SELF PACED ONLINE PROGRAM** FOR ACCOUNTING AND ADVISORY FIRMS

The accounting and advisory firm of the future understands that traditional approaches to setting and managing price can be quite unreliable in achieving a strong return on investment. Compliance work is increasingly commoditised and price sensitive. Many firms struggle to persuade clients to pay for services that clearly add value beyond compliance.

A modern approach to price management focuses on 4 key areas:

1. Setting the price (the art and science behind defining the right price)
2. Getting the price (how to communicate and negotiate the value of service)
3. Managing the price (delivering services efficiently and appropriately)
4. Reviewing the price (providing the basis for continual improvement)

How effective is your firm at setting, getting and managing price? Are decisions made on a collaborative or ad hoc basis? Does your firm have a pricing policy?

HTST has developed a self-paced 10 part eLearning course to help accounting and advisory firms develop and implement pricing policies relevant to the needs of their clients.

The course is designed to be presented to the partners, managers and technical staff of accounting and advisory firms directly involved in setting and managing prices. The course can be run in a group or individual format. Assessment tasks will encourage and challenge your firm to consider what you can do to improve the way the firm manages pricing. Support material will include workbooks, procedures and scripts relevant to the topics being discussed.

This course is available anytime, anywhere for your team through our eLearning portal.

Visit <https://hightechsofttouch.matrixlms.com>

## WHO'S IT FOR?

This course is suitable for any accounting or advisory firm looking to improve the way it sets, gets and manages price for compliance and advisory services.

Read on to find out more ...

## PARTNERS & ADMINISTRATORS

This course will help partners and managers establish a consistent approach to pricing that maximises return for both the value and time cost associated with service delivery. Through this course, you should be able to develop a formal pricing policy for your firm.

## TECHNICAL & ADMINISTRATIVE STAFF

The course will provide technical and administrative staff with guidelines and procedures to effectively manage pricing as client matters are commenced and completed. Procedures for communicating changes in scope and fees will be provided.

**PROGRAM FEE: AU\$600 + GST** PER FIRM (JUST \$30AUD PER CPD HOUR)

Visit [www.hightechsofttouch.com.au/product/pricing](http://www.hightechsofttouch.com.au/product/pricing) to register, or email [dale.crosby@hightechsofttouch.com.au](mailto:dale.crosby@hightechsofttouch.com.au)

## PROGRAM STRUCTURE

- This is a self-paced online course consisting of 10 individual learning modules.
- All modules incorporate a 4 stage learning process: Understand, Evaluate, Implement and Review
- The course is designed to be completed over 10 weeks, however it can be completed at a pace that suits your team.
- The course facilitator within your firm will have a dedicated login to give them personal access to the course content at any time.
- Each module incorporates a 30 minute recorded presentation and support material.
- 4 online assessment tasks are required for successful completion of each module
- The leadership team will be able to review progress and provide feedback at all times.
- Each firm registering for the course will have access to an online forum for feedback and discussion.
- This program is eligible for 20 CPD hours, subject to confirmed completion of all modules.
- Registrants will have access for 12 months to complete the course and revisit concepts presented during the course

## AVAILABLE ON HTST'S ELEARNING PORTAL!

- HTST's eLearning portal gives accountants in public practice online access to self-paced learning courses in modular format. **Visit <https://hightechsofttouch.matrixlms.com>**
- Managers and leaders can now enrol their staff in our specialist online courses at any time of the year. There's no need to wait for the next available course.
- This means that your staff can complete learning courses at a time and place that suits them, both in and outside working hours.
- Also, you'll be able to see at a glance how your staff are progressing through their courses.
- The self-paced courses will be supplemented by live online forums from time to time.
- Registrants have the opportunity to access online group forums within each course to share ideas and thoughts with other registrants.

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## PROGRAM CONTENT

1. The psychology of smarter pricing strategies
2. The continuum of pricing options for advisory firms
3. Pricing ground rules for compliance and advisory services
4. Negotiate the fee for service with clients up front
5. Manage work to the agreed scope and fee
6. Address changes in scope of work and pricing
7. Increase fees for advisory and compliance work
8. Establish and manage fixed fee pricing approaches
9. Deal effectively with price sensitivity from clients
10. Establish internal pricing policies for success

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to register, or email [dale.crosby@hightechsofttouch.com.au](mailto:dale.crosby@hightechsofttouch.com.au)

## OUR ELEARNING COURSES

Visit <https://hightechsofttouch.com.au/learning-programs/> for details of all our self-paced eLearning courses, including:

1. The Young Accountant – Looking to the future of accounting
2. The Proactive Manager – Essential course for compliance and advisory managers
3. Team Coaching for Managers – Structured approach to developing coaching skills
4. Beyond The Numbers – Make the transition from accountant to analyst
5. The Proactive Business Coach – Principles of effective business coaching
6. Build Your Fee Base – A guide to fee growth for managers and partners
7. Client Connect – Your firm's integrated client management course
8. Pricing Policies for Professional Firms – Set, get and manage fee for service
9. Client Services Administrator – Taking control of clients and workflow for admin teams
10. Marketing Administrator – A Guide for Accounting and Advisory Firms