

**Tim W. Hrastar Associates Rapport Marketing®**  
***Creative Pricing Means Client Value***  
**3.0-Hour Workshop**

This workshop is designed to help you understand how clients see value and what they are willing to pay for, how to communicate your value message to clients and prospects, and why it's beneficial for you to use creative, or value, pricing instead of the billable hour to improve your client relationships, thus increasing your bottom-line. This workshop provides practical things you can implement immediately to improve your client relationships and your business.

The program is interactive with spirited discussion on these topics especially designed for the legal profession. You'll walk away with practical things you can implement immediately that will enhance your practice and improve your communications with clients—something all of us need to focus on.

**Agenda**

Time	Topic
20 minutes	Introduction <ul style="list-style-type: none"> <li>■ Overview of agenda and program objectives</li> <li>■ Q &amp; A discussion on concerns about value and pricing</li> </ul>
40 minutes	Part I: Hourly Billing <ul style="list-style-type: none"> <li>■ ABA Model Rules of Professional Conduct Rule 1.5 Fees</li> <li>■ The billable hour</li> <li>■ History of billable hour</li> <li>■ Advantages and disadvantages of hourly billing</li> </ul>
30 minutes	Part II: Creating Client Value <ul style="list-style-type: none"> <li>■ How value and price is determined</li> <li>■ How clients want to be treated</li> <li>■ The value curve</li> <li>■ How creative pricing can make your practice more valuable</li> <li>■ Strategies for profitable value pricing</li> <li>■ How to work your way up the value curve</li> </ul>
15 minutes	Refreshment break
35 minutes	Continue—Creating Client Value <ul style="list-style-type: none"> <li>■ Where is your practice on the value curve?</li> <li>■ Methods of creative pricing</li> <li>■ 10 advantages of fixed price agreements</li> <li>■ A compensation model based on value not hours</li> </ul>
55 minutes	Part III: Client Communications in the Value Pricing World <ul style="list-style-type: none"> <li>■ Client expectations &amp; communications</li> <li>■ The client/prospect interview session</li> <li>■ Educating clients on creative pricing</li> <li>■ Questions to ask yourself before arriving at a price</li> <li>■ Communication process in client engagements</li> <li>■ Summary and final Q &amp; A</li> </ul>
3.15-hours	Adjourn



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## Workshop Leader

### Tim W. Hrastar

Tim W. Hrastar Associates  
Rapport Marketing Programs

### Professional Experience



Tim Hrastar helps lawyers and business professionals improve their business development, client relationships, and communication with clients and colleagues—through personal coaching, consulting, professional education programs, and facilitation of firm retreats.

Tim has over 40 years of experience in communications and professional service marketing and has been in his own business since 1976. Since 1988 he has privately coached more than 1600 professionals on their presentation skills. Over the years he has published well over 200 articles on communication, presentation, and business development topics.

Tim has spoken at numerous in-house gatherings, association conferences— including the ABA National Conference—and meetings, and conducts dozens of CLE workshops throughout the year at metro bar associations in Ohio. He holds B.A. (1968) and M.A. (1972) degrees in Communication from the University of Dayton, and is a member of the American Bar Association.

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**Associates**

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