

# RAISE YOUR VALUE WORKSHOP

FRIDAYS, SEPTEMBER 27 & OCTOBER 4 | 11 AM – 1 PM | ZOOM

**REGISTER NOW**

**MEMBER FIRMS \$1099**

**NON-MEMBER FIRMS \$1599**

**INCLUDES UP TO 4 ATTENDEES**

## Registration Details

Pricing includes up to four individuals per firm. At least two are recommended. It includes the virtual sessions and prework (a client analysis worksheet and reading the ebook *RAISE Your Value: 5 Steps for Architecture and Engineering Firms to Uncover Hidden Value, Design and Winning Advantage and Charge More*).

## Learn How To

- Select the right clients, which is the number one factor for your success.
- Take the exact steps needed to identify your value and leverage it into a winning advantage.
- Develop a value-driven strategy to get better clients and raise your prices.
- Get your team to STOP competing on price and start winning on value.

## Details

No engineering or geoprofessional firm wants to become a commodity (i.e., viewed the same as all other firms). When firms appear the same, price becomes the key differentiator. Heavy competition, fee pressure, and self-sabotaging behaviors grounded in self-limiting perspectives have commoditized industry services. If fear of losing or upsetting clients is causing your firm to miss out on higher fees, change orders, and upsells, this workshop is for you.

In pursuing new business, you or your trusted staff must navigate difficult conversations around fees and pricing without discounting your fees to “be competitive.” In this workshop, June Jewell will help you implement her five-step process to help you break the trap of commoditization, stop competing on price, and embrace your firm’s unique value so you can secure better clients and higher fees.



**JUNE JEWELL, CPA**

*PRESIDENT*

*AEC BUSINESS SOLUTIONS*



The California Geotechnical  
Engineering Association