

# The Art of Pricing with Purpose Framework

5 tips shared by Peter Magner, Director at Iridium and Adriaan Basson, Founder of Wingman Accounting.

## 1. CLIENT DUE DILIGENCE

- Balance client complexity in your portfolio.
- Make sure you have capacity in your team first.
- Check: do your culture and values align?

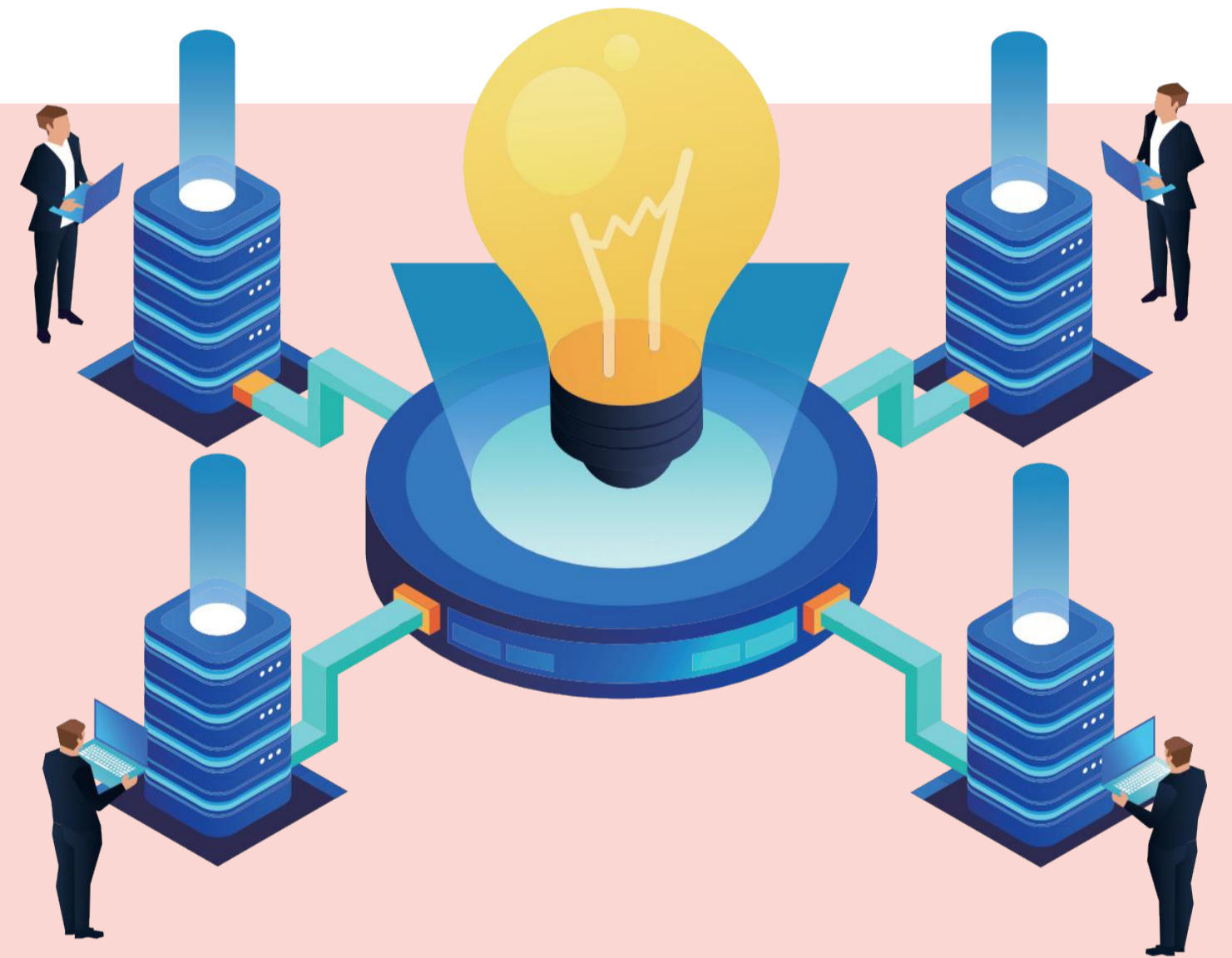


## 2. LEVERAGE DATA-LED INSIGHTS

- Use the data to marry your solution to their needs.
- Align your fee with the complexity of work.
- Consider reviewing pricing by industry rather than annually - industries will progress differently.

## 3. SHIFT YOUR MIND TO VALUE

- Put yourself in your client's shoes.
- Focus on the problem your solution solves.



## 4. MANAGE CLIENT EXPECTATIONS

- Regularly maintain transparent conversation with clients.
- Review and reflect with clients every 3 months. This gives you an exit opportunity if things aren't going well.
- Your service is indispensable. Don't be afraid to show clients the door if they don't see your value.

## 5. ITERATE. IT'S AN ART

- There's no exact formula. It takes time to practice.
- Don't let it stop at the first iteration.
- Decide how often you will review pricing e.g. every six months or every year.

