

# Business Success Solution

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**BSS**

## Raise Your Rates Formula

**1. Commit.** You've earned the right to raise your fees. You don't need permission.

**2. Communicate.** Write a client-centered email or letter which explains your business model is changing. Make it about them. Emphasize how they'll benefit from these changes.

- **Budget.** A fixed cost is easier for them to budget.
- **Billing.** They no longer receive a surprise bill at the end of the month.
- **Bundle.** Rather than ala carte, services are bundled in a package.
- **Benefits.** Emphasizes delivery and outcomes instead of time.

**3. Calendar.** Schedule a conversation, either in-person or by phone.

**4. Conversation.** Have a value conversation which focuses on their needs.

- What do they want?
- What are the metrics so they know if you achieved these things?
- What's this worth to them?
- Why does this matter to them?
- From your experience, what are they overlooking?
- Offer 3 options of how to work together.

**5. Compare.** Discuss the different options, these are your packages.

**6. Consult.** As a trusted advisor, help them decide which is best for them.

**7. Challenges.** Get ready for some objections. Consider the objections you heard from conversations with new clients.

**8. Confidence.** Know how to confidently respond to those objections.

**9. Let's talk.** If this appeals to you, and wonder how to apply this to your practice, then let's talk.

Take advantage of the complimentary **Path to Profits Strategy Session**. We'll discuss how to increase your income while lightening your workload.

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