

Trainers'/Advisors' Reasons to demand a high price

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concerning value and price our friend and senior consultant Rolf Balling tells us:

Frequent causes why no good price has been achieved

- Lack of experience when it comes to the ritual of "price negotiation".
- Lack of knowledge about the prices on the market.
- Doubts as to your own performance and the hope for the customer's "mercy" in terms of a low price.
- Fear of rejection if you act demandingly.
- Fear that more money might spoil your character.
- A basic conviction which correlates "poor and good" or "rich and bad".
- You put down customers who are interested in your offer by considering them to be "indigent" without any reason.

Good reasons for demanding/achieving a good rate

- My rate is a token of my professionalism.
- With a rate which is adequate to my professional degree and competence I am no longer interesting for beginner projects; thus I give beginners the chance to apply for such projects successfully.
- Only those who work for a limited number of days per year can deliver good quality on a long-term basis. As a consequence, however, the daily rate rises.
- With a concept of self-exploitation you can easily attach to certain company cultures. But then you rather reinforce the script than improve the situation.
- If full-cost prices (including tax) including all expenditure are charged, the rate is mostly higher than anticipated.
- It is noble and good to pay taxes. The state needs high contributions from high earners. You don't have to join in the popular sport of avoiding taxes.
- It is noble and fun to donate. Here you can live your life style and personal/mental maturity by pouring money you don't need for yourself into things you consider to be right - silently and at ease.
- If you get a greater share of the arising added value, you have a greater say when it comes to doing something economically reasonable with it.
- A high rate gives you leeway to commit yourself to reasonable and difficult projects for which the customer is not able to pay the usual price.
- Deliberate consumption of upmarket products may both fill you with relish and be reasonable. (organic products, third world products, manually produced goods)
- A high rate has got something to do with self-esteem - in view of all the training, confrontations, life crises, and therapeutic self-challenging which have become the basis of your own competence.
- Demanding a high rate conforms to many company cultures. If you are too cheap you often get contempt instead of respect.