



## Practice Advancement

### Strategic Pricing Course

#### Course Description

Defining the right pricing model is an ever-increasing challenge as external disruptors set price expectations, commoditize bookkeeping services, and cloud the perception of our clients. Woodard's Strategic Pricing 4-week course equips accountants, bookkeepers, and CPA firms to effectively and strategically price cyclical bookkeeping, accounting, and advisory services in a proven 3-tiered model that allows for standardization of services, scope-creep management, and simplified client billing.

#### Syllabus

- 1) Week 1: Develop Your Unique Value Proposition
- 2) Week 2: Determine a Pricing Model that is Fair for You and Your Client
- 3) Week 3: Lead Clients to Accept Your New Pricing Model
- 4) Week 4: Maximize Pricing through Advisory Services