

## Pricing Strategies for a Consultant

Imagine a graph of £Rate per Day and hire timeframe. The longer the contract the lower the daily rate. So, what strategies can we use to raise the daily rate fairly based on negotiated logic.



**Expertise** level and potential niche value

**Supply** and demand for skills

**Affordability** of client

**Outcomes** to be generated: what is the instant application of skill worth to the client in outcome benefit. The consultant looks for a value of the gain not a time-based payment.

**Context:** who is getting the report. Stakeholder pressure to do something. Client team failing. Roll out of proposal across a wider company.

**Complexity:** what skills are being used here to solve a problem

**Urgency:** you want it by when!!