

5 Steps to Uncover Hidden Value, Design a Winning Advantage and Charge More



AMERICAN COUNCIL OF ENGINEERING COMPANIES
DEEP SOUTH CONVENTION

AEC Business Solutions



The logo for AEC Business Solutions is centered on a white background with a light gray wavy border. The letters 'AEC' are large and bold, with a blue-to-black gradient and a white diagonal slash. Below 'AEC' is the text 'BUSINESS SOLUTIONS' in blue. At the bottom, the tagline 'FIND THE LOST DOLLARS' is written in black, with 'LOST' in red.

FIND THE LOST DOLLARS

DISCOUNT



DISCOUNT



DISCOUNT

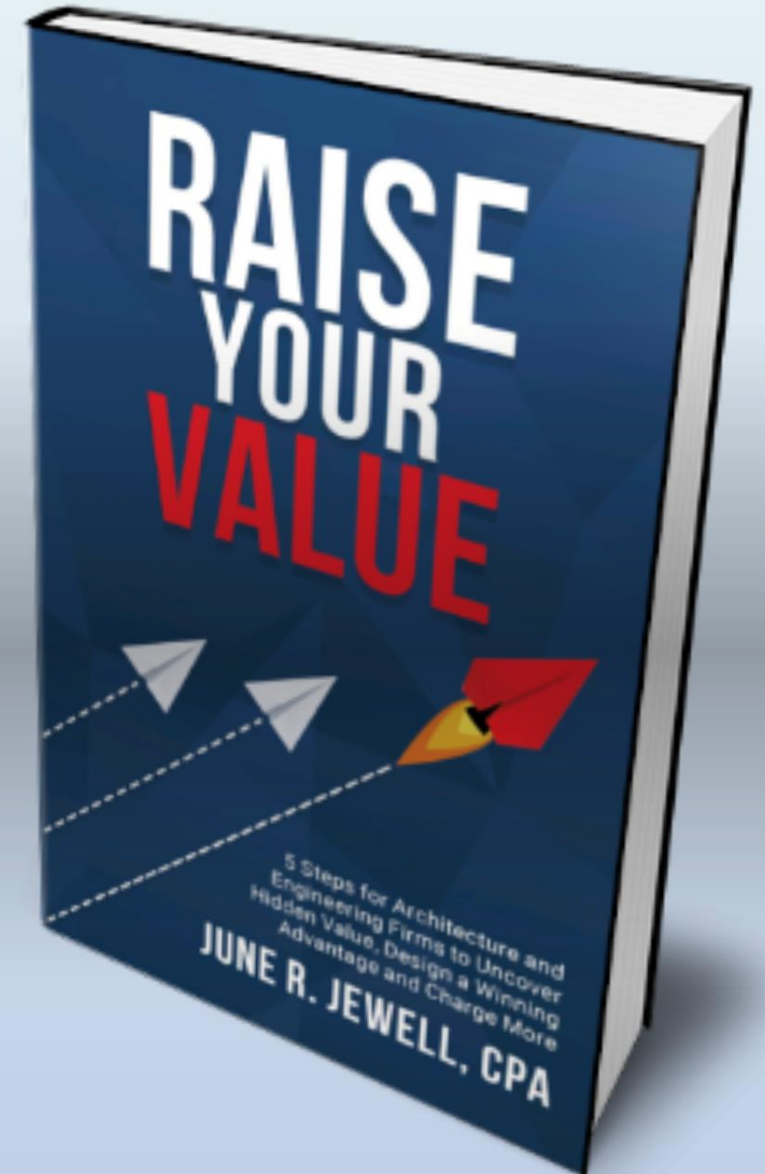
MY GOAL

To help you uncover the true value of your services so you can stop competing, get better clients and RAISE fees

RAISE YOUR VALUE

5 Steps for Architecture and
Engineering Firms to Uncover Hidden
Value, Design a Winning Advantage and
Charge More

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Frustrated by your team???

- Go after every client and project
- Lower fee estimates to get work
- Discount rates
- Take loss leaders
- Afraid to ask clients for money
- Ignore scope and budget
- Bid on job you know you won't win
- Compete on price





Mindset



Clients



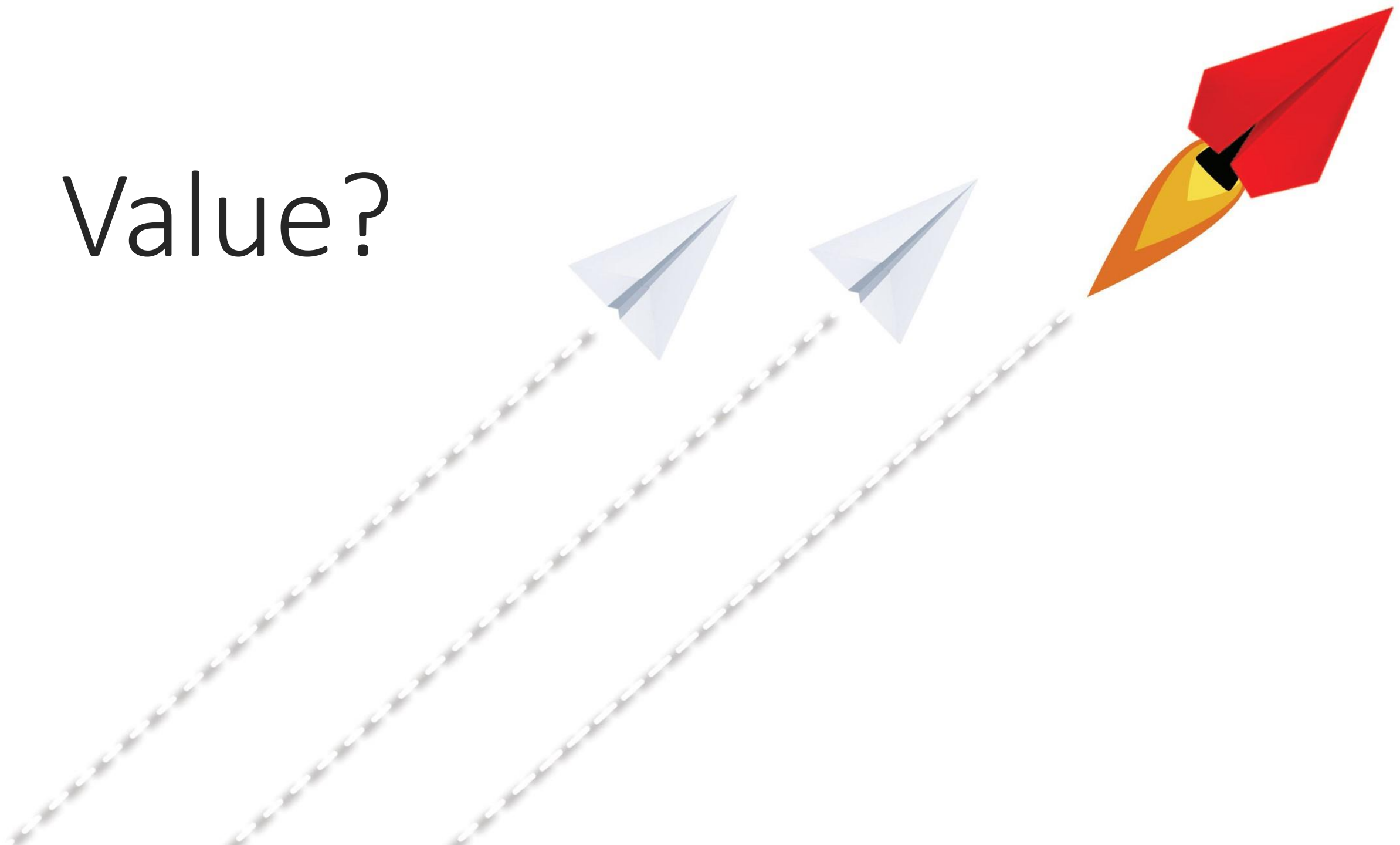
Winning Advantage

MINDSET





Value?





FEAR!

Self-Limiting Beliefs



- I need my clients to like me.
- They already have a firm they like working with.
- \$5,000 is a lot of money to me.
- They only pick the lowest price.
- All clients want to pay less
- I'm not good at sales.
- I believe all engineers are the same.
- Clients are hard to get

"CONFIDENCE"
IS SOMETHING
YOU CREATE
WITHIN YOURSELF
BY BELIEVING
IN WHO YOU ARE.

~UNKNOWN



-EmilysQuotes.Com-

CONFIDENCE BUILDING Course



2 Weeks
FREE
Lesson





CLIENTS

Not All Clients are Good





INNOVATION



CLIENTS



TRUST



STRATEGY



SOCIAL
RESPONSIBILITY



GROWTH



TEAMWORK

Core
VALUES



QUALITY



CREATIVITY



Example – Airline Tickets

- Non-stop
- Seat
- Safety
- Checked / Carry-on
- Boarding order
- Food and drinks
- Time of day
- Status
- Club



Case Study:

Kleinschmidt



Jon Christenson, President and CEO

In 2017:

- 120 employees
- Decreasing win rates
- Stagnant client acquisition
- 137 proposals
- \$2.3 Million new business



Categorized top 40+ clients



Implemented Go / No-Go



Fired two high revenue clients



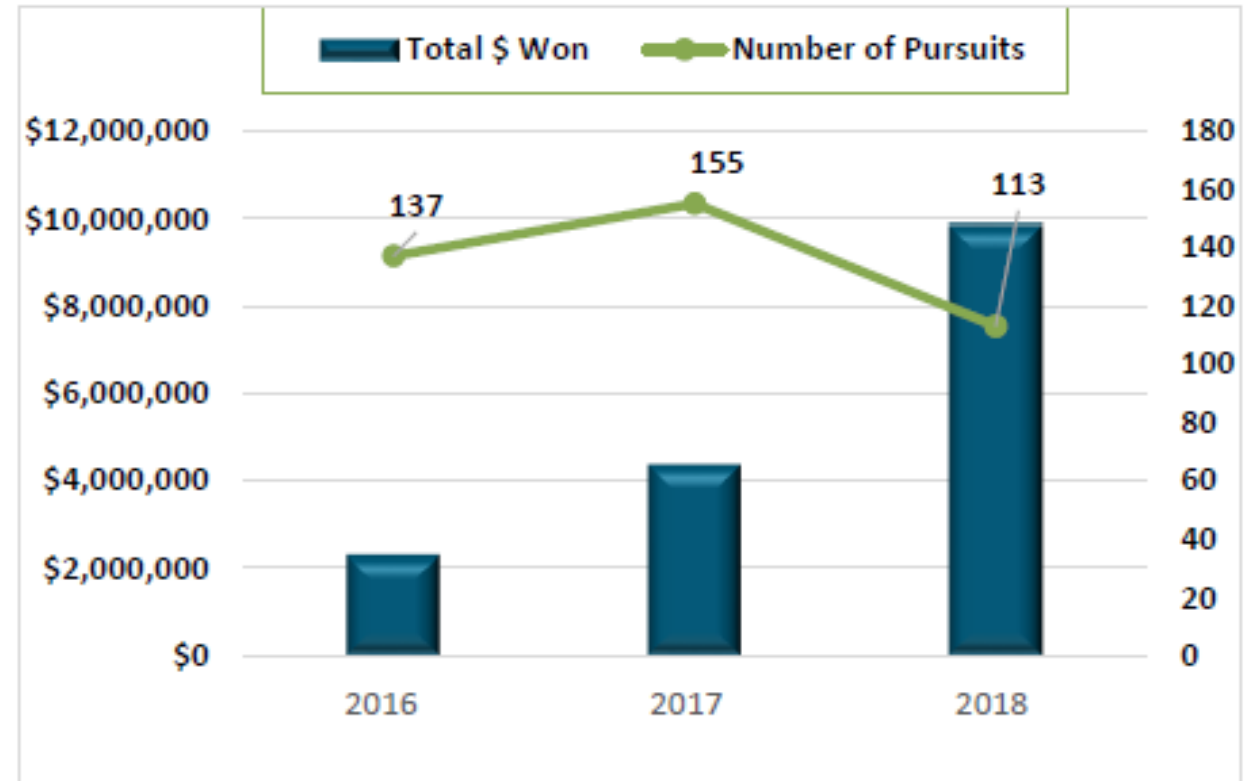
Created A and B Client list



Developed relationship plans

Kleinschmidt's Results

- 2016 – 137 pursuits, \$2.3M Won
- 2017 – 155 pursuits, \$4.4M Won
- 2018 – 113 pursuits, \$9.8M Won



A man with long grey hair, wearing a dark blue robe and a light-colored woven hat, is shown from the chest up. He has a grumpy or angry expression on his face, with furrowed brows and a slightly open mouth. He is wearing round black-rimmed glasses. He is leaning over a wooden table, and his hands are visible. His right hand is near several stacks of gold coins, while his left hand is flat on the table. To the right of the man, there is a tall, ornate brass candlestick holding a lit candle. The candle has some wax dripping down the side. The background is dark and indistinct.

Fire Bad Clients!

A hand is holding a gold medal. The medal is circular with a laurel wreath border and a large number '1' in the center. A red ribbon is attached to the top of the medal. The background is a solid light gray.

WINNING ADVANTAGE

5 Ways to Differentiate



Price



Brand



Technology



Service



Process

Your Winning Advantage




Unique Value Proposition (UVP)

Answers the questions:

WHY SHOULD I DO BUSINESS
WITH YOU?



WHY ARE YOU WORTH
MORE?



HOW ARE YOU DIFFERENT
THAN ANY OTHER A/E FIRM?

Determine Where You Add Value



5-STEP RAISE YOUR VALUE FORMULA

Uncover Hidden Value, Design a Winning Advantage and Charge More





MINDSET

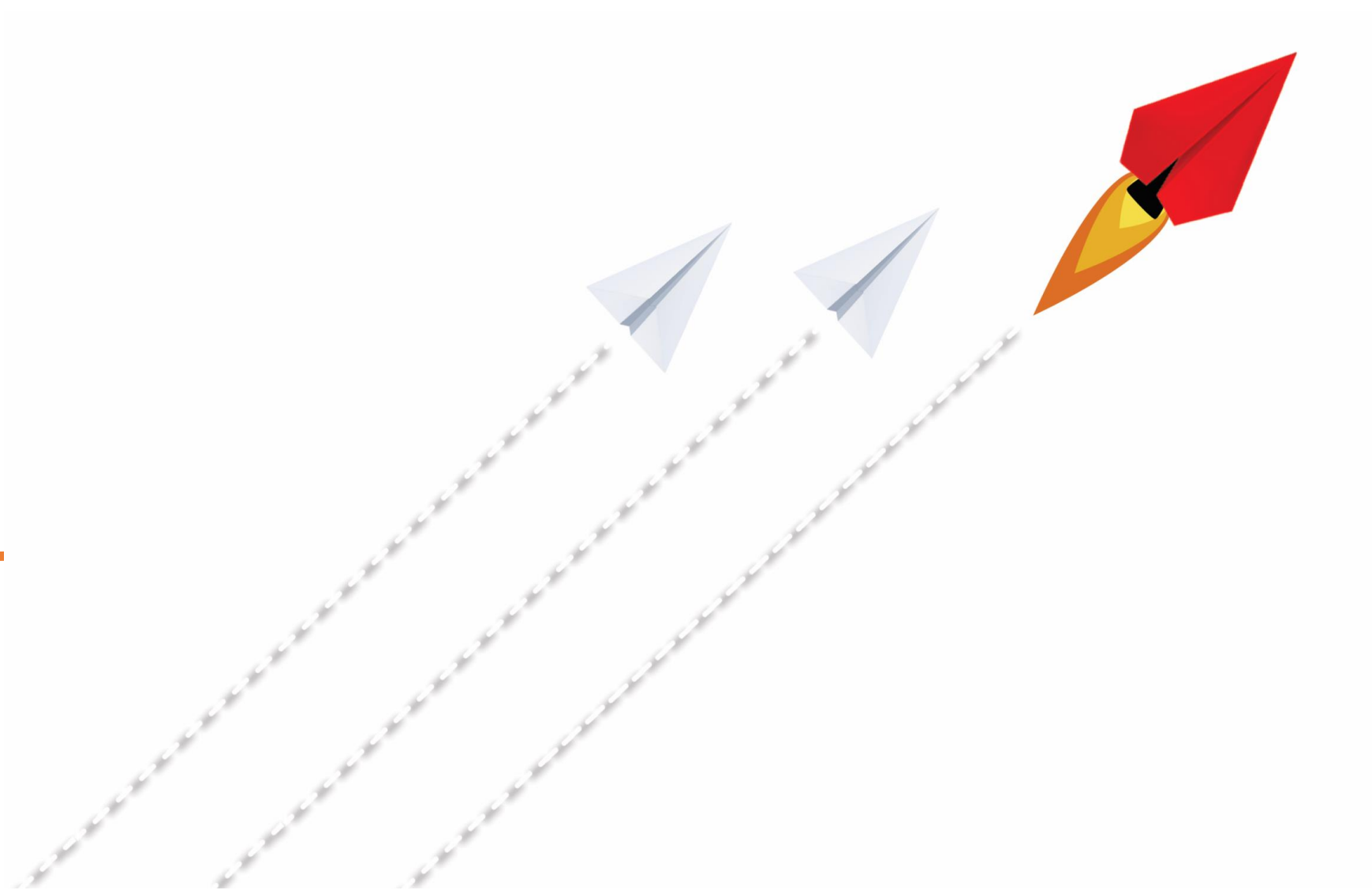


CLIENTS



**WINNING
ADVANTAGE**

LEAD
WITH
VALUE!





Get Your Copy
of RAISE Your
Value



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