

**Saturday, March 20, 2010**  
**9:45 am – 10:45 am**

**Naming Your Number – Setting Your Fees**  
**(1 CEU)**

Presenter:

Andrea Coutu, MBA, Consultant Journal

You know the value of the services you perform. Yet sometimes setting fees can seem like a daunting task. Gain confidence by establishing fees that reflect the scope and value of the work you do. In this session, we'll explore basic models for calculating fees and strategies for putting the focus on value creation. We'll also look at ways to handle client objections and negotiation ploys -- such as requests to reduce fees, negotiate quotes, or work for free. Join Andréa Coutu, a 12-year veteran of the consulting world and founder of Consultant Journal, for this session on setting and earning your rate.