

THE two-day workshop that gives you the proven skills and strategies to get the fees you deserve

active and passive market is uncertain. Established positive trends in various market segments.

A/E/C PRICING and NEGOTIATIONS WORKSHOP®

February 27-28, 2018

Crowne Plaza Toronto Airport
Toronto, ON

"A great investment of my time."

Michael A. Frison - Principal / Coffman Engineers

"Excellent workshop. Lots of action items taken away!"

Mark Mikulin - Senior Project Manager / EEA Consulting Engineers

It could be a project contract, a change order, or any other potential dispute brewing on a design or engineering project. Issues – small and large – like these pop up every day and you probably end up in the middle of them more often than not.

Your client is putting intense downward pressure on fees and, in some cases, expecting you to accept changes for free. You are frustrated and anxious feeling like you don't have the leverage or the power to push back. You worry that the client will walk and that you are putting the firm and your own financial well-being in jeopardy.

Sound familiar?

PSMJ | Resources, Inc.®

Brought to you in conjunction with:



ASSOCIATION OF CONSULTING
ENGINEERING COMPANIES | CANADA
ASSOCIATION DES FIRMES
D'INGÉNIEURS-CONSEILS | CANADA



www.acec.ca



WHAT YOU SHOULD EXPECT FROM THIS WORKSHOP

Ever wonder if there really is a way to get the upper hand in negotiations? A way to get the fees (and respect) that you deserve...without losing the client? There is, and we have packed this program with 40+ years of proven strategies and tactics used by the most successful architecture and engineering professionals to get outstanding results.

This is **NOT A SEMINAR** where you sit and listen to an instructor drone on and on. Instead, this fast-paced, hands-on workshop illustrates how to implement practical skills using proven data and case studies on pricing and negotiation strategies, all while putting them into practice with fellow attendees.

After these two days, we guarantee that you will have the confidence and answers that you need to respond to questions and comments like:

"Are you serious? We can get your competitor to do it for half the price in half the time!"

"You are the highest bid that we received."

"It is only a small change, why do you need more money for that?"

"We don't have the budget for that."

"Why is that not included in the fee?"

"Very engaging seminar and extremely relevant to the current A/E environment."

Mitch Carp - Senior Vice President / HMC Architects

5 REASONS **NOT** TO MISS THIS PROGRAM:

1. **Get 28 effective new terms to strengthen your contracts.**
2. **Learn a proven six-step approach that is guaranteed to win negotiations.**
3. **Discover 12 ways to raise prices without losing clients.**
4. **Learn how to eliminate providing invoice backup ever again.**
5. **Get the must-use tips to reduce your A/R collections by 50 days or more.**



Your Workshop Will Be Led by:

John Doehring, CMC, advises A/E/C firms in the areas of business strategy and planning, marketing and growth, organization development, and operations transformation. He has spoken to client firm and trade association audiences across the nation. John is the author of two books: *Fast Future! Ten Uber-Trends Changing Everything in Business* and our *World and The BackPocket! Business Plan: Outrageously Simple Business Planning for Extraordinary Business Results*. Before launching his management consulting career, John was Chief Marketing and Strategy Officer at Geologic Services Corporation (and later GSC|Kleinfelder), where he led the firm's planning, growth and organization improvement efforts.

WORKSHOP CONTENT

Over the course of two interactive and engaging days, we show you a systematic and proven approach to plug the holes in your pricing strategy and to command premium fees for premium value.

RAISE YOUR PRICING

- Specific strategies to raise prices
- Differentiate your practice so clients can't price shop your firm
- New services to offer at very high prices

SMART MANAGEMENT OF THE PRICING FUNCTION

- The role of the CPO (*Chief Pricing Officer*)
- Avoid the race to the bottom
- Train your staff to seek adequate profit levels

PRICE YOUR SCOPE

- "Mini-Scoping" and how it can help you avoid hourly work
- Six steps to follow before quoting a price so you never lose
- How to price reimbursables instead of marking them up

CALCULATE VOLUME VS. YOUR MULTIPLIER

- Is it better to charge a lower price and get higher volume?
- By raising prices do you make more money but risk losing work?
- Valuable models that test volumes vs. multipliers

NEGOTIATE THE BEST DEAL

- Prepare yourself for every type of negotiation
- Find out the motives of your competition
- Techniques to practice on a real project during mock negotiation

GET THE TERMS YOU WANT

- 28 terms that force you to win
- How one firm passes liability onto the contractor
- Get royalties on your designs for years to come

GET PAID FOR CHANGES

- How to get paid for changes and how to get more for them
- Contract terms that will cut losses during construction
- Share in your client's profits

JOINT VENTURE AND SPECIAL DEALS

- Why you NEVER do a cost reimbursement joint venture
- The best way to subcontract with fellow professionals
- How to correctly contract a design/build job

**PLUS
MUCH
MORE**

visit www.psmj.com for complete agenda details!

The Hours for the Class are:

Day One: 8:30 am to 5:00 pm

Day Two: 8:00 am to 3:30 pm

Continuing Education

This seminar includes 12 hours of content that may be applicable to continuing professional development requirements for professional registration in some jurisdictions. Confirmation of participation will be available from ACEC upon request.

Pricing and Negotiations Workshop

February 27-28, 2018 • Toronto, ON *(photocopy form for additional registrations)*

Conference Site and Accommodations

Crowne Plaza Toronto Airport

33 Carlson Court, Toronto, Ontario, M9W 6H5 • <http://crowneplazatorontoairport.ca>

Reservations: For guestroom reservations, please call the hotel's central reservations line at 1-416-675-1234 to book a room. The ACEC-PSMJ guestroom rate is: \$129 Single/Double with parking included. Please quote "ACEC-PSMJ" to book your room or use block code: **AC2**

Hotel reservation cut-off date: February 5, 2018

Name _____

Title _____

Firm Name _____

Address _____

City _____

Province _____ **Postal Code** _____

Phone _____ **Fax** _____

Email _____

License Plate Number _____

REGISTRATION INCLUDES:

- Attendance
- Complete instructions
- Workbook
- Reference materials
- Continental breakfast
- Lunch and breaks

I am a member of **Association of Consulting Engineering Companies**

REGISTRATION DEADLINE: FEBRUARY 13, 2018

- \$2,034.00 (HST included) per person for ACEC members
- \$2,260.00 (HST included) per person for non-members


DISCOUNTS FOR GROUP REGISTRATIONS:

**Three registrants from one firm – first two are regular price, third person is half price*

**Four registrants from one firm – first three are regular price, fourth person is free*

**Five or more from one firm – first three are regular price, fourth person is free, every additional registrant beyond four is 25% off*

Check enclosed for \$ _____ payable to **Association of Consulting Engineering Companies**

Charge my:  

Credit Card # _____ **Exp. Date** _____ / _____

Cardholder Name _____

Signature _____



WAYS TO REGISTER:

EMAIL: jjacquard@acec.ca
FAX: (613) 236-6193

**Cancellations received before February 13, 2018 will receive a full refund.
 Cancellations received after February 13, 2018 will be subject to a \$200 cancellation fee.**