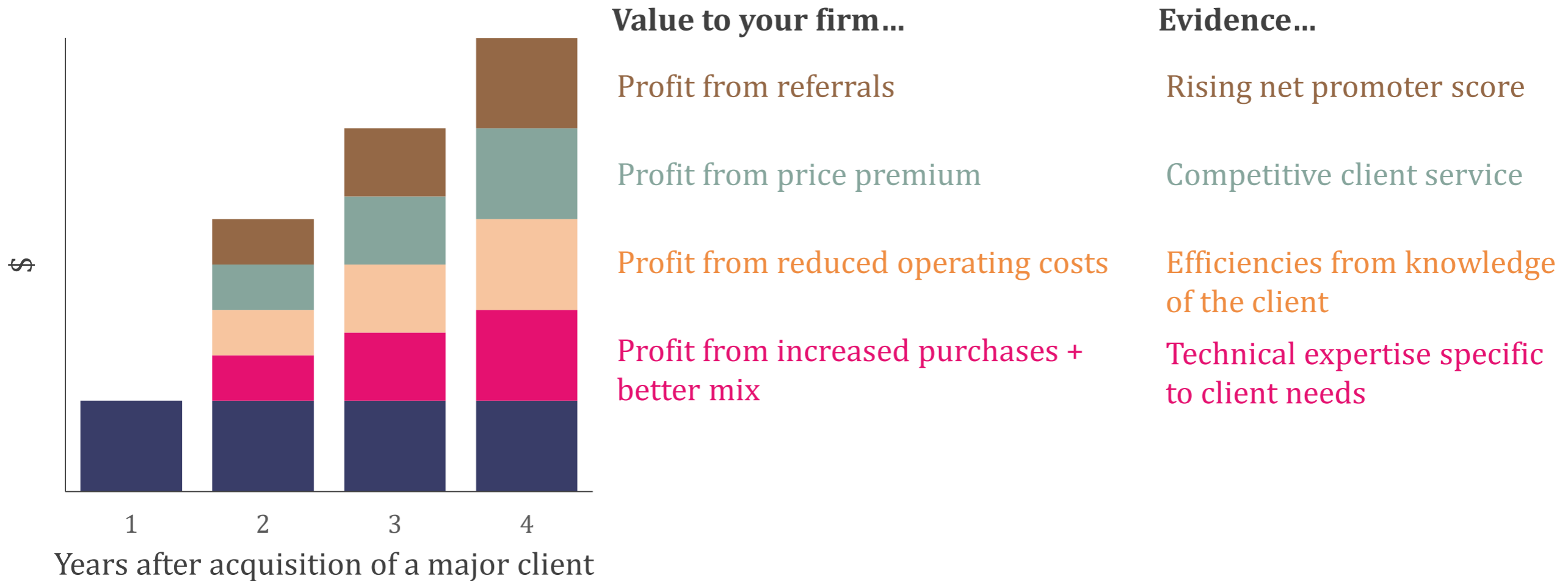


Season 1, Episode 1

VALUE IS A TWO WAY STREET

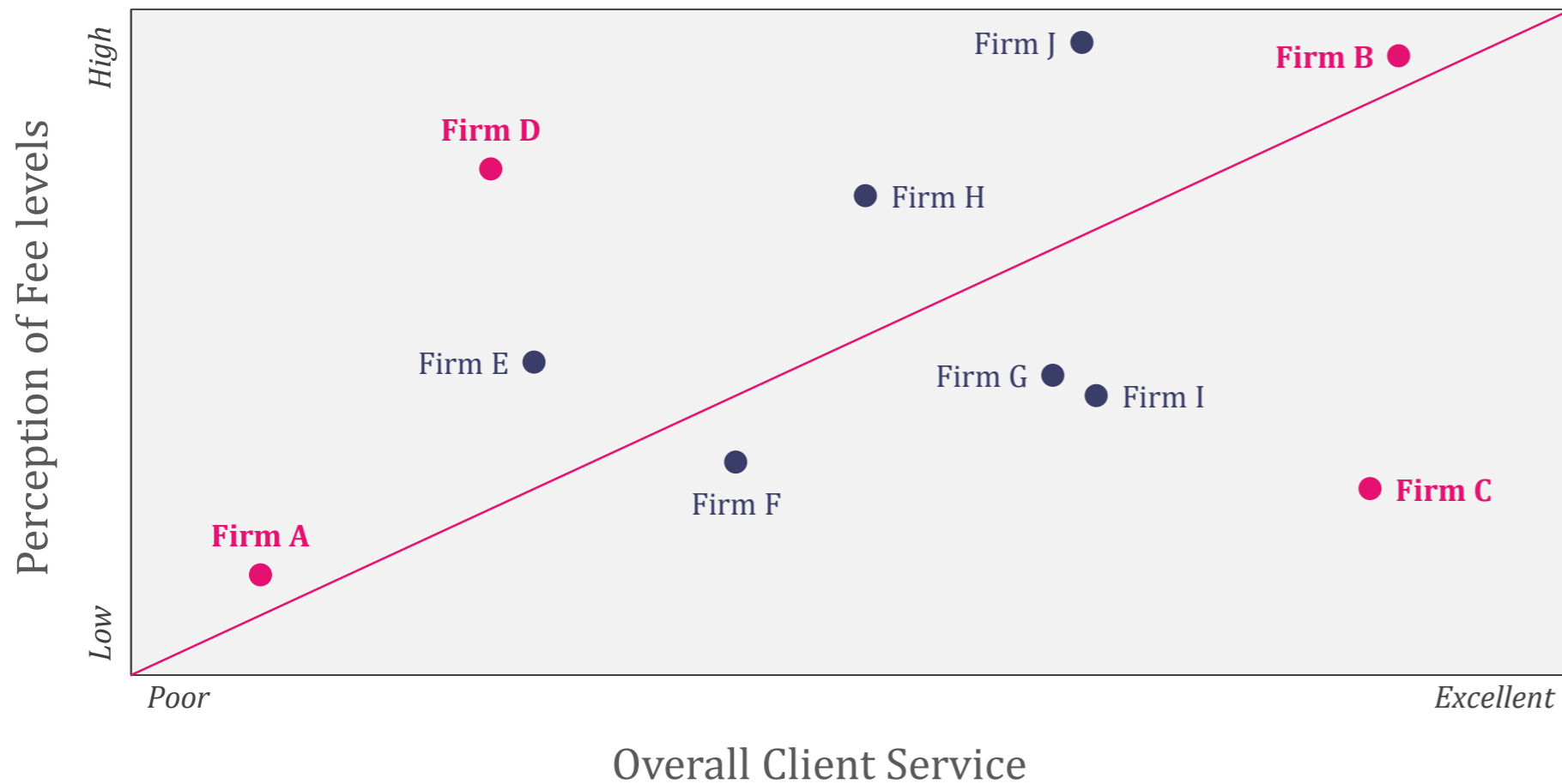
Presented by **beaton**

Your lifetime value to a client, and theirs to your firm, takes time and effort

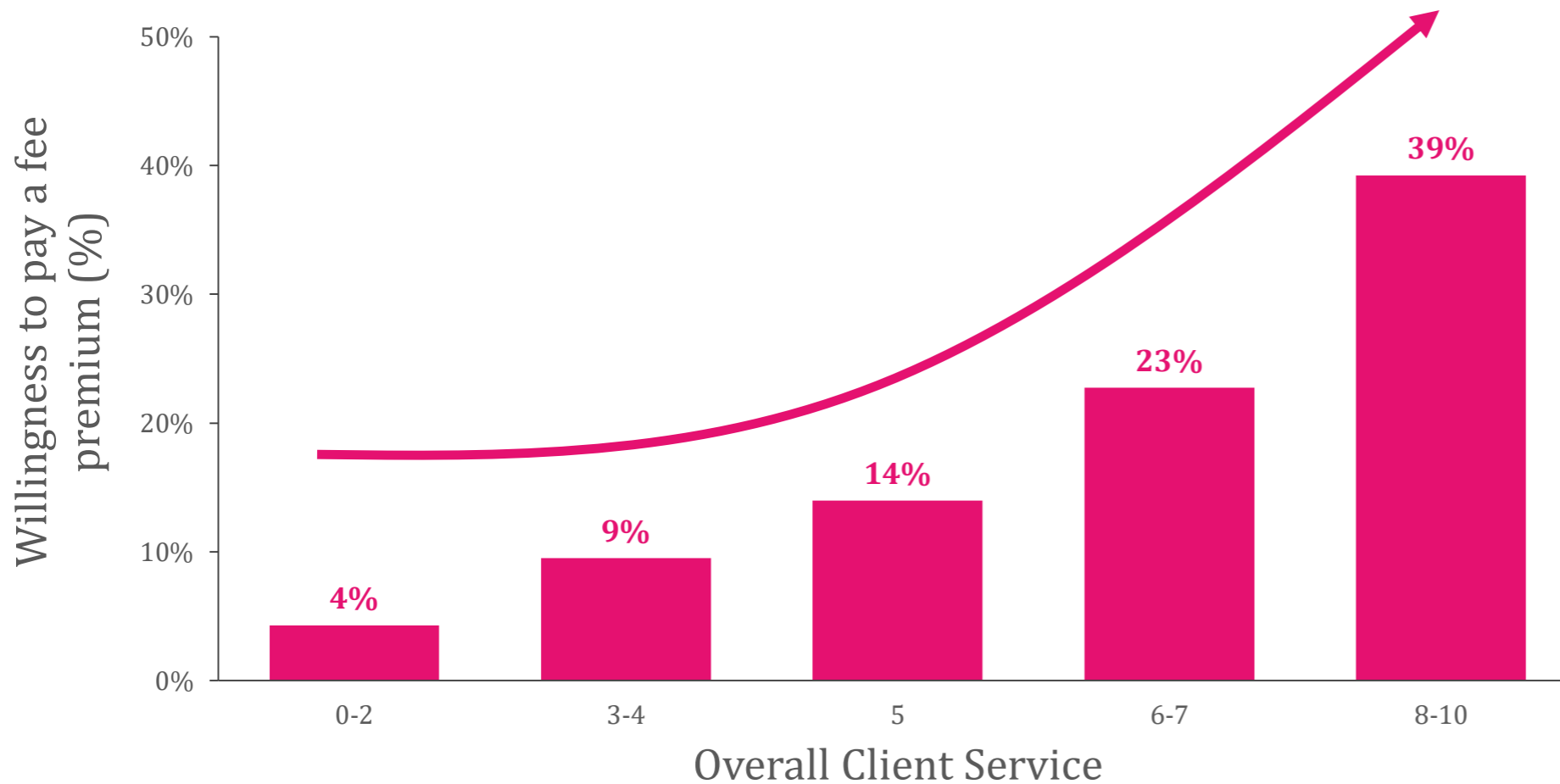


Based on the research of Bain's Fred Reichheld and others

Value is relative – and competitive

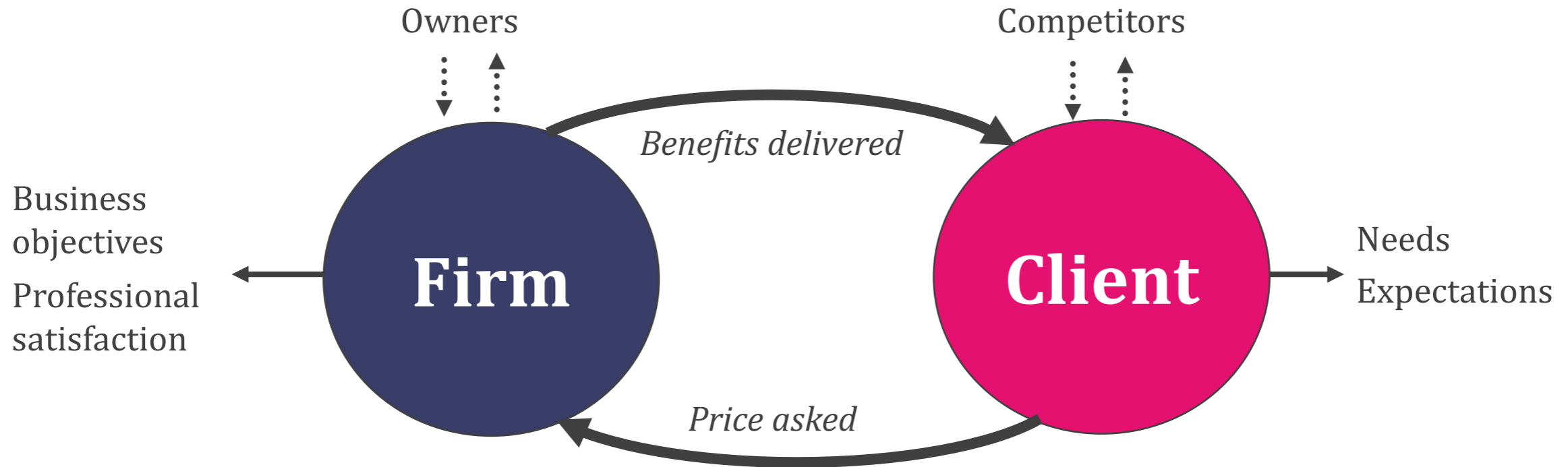


Superior overall client service commands a fee premium



Source: *beatonbenchmarks*

Where's your focus?



Client Value = Benefits - Price
Perceived by the client

Three take-outs

1

Price expectation correlates with service level i.e. from cheap and cheerful to reassuringly expensive

2

Clients receiving excellent service are willing to pay a fee premium

3

Having the confidence to talk about value rather than price

Join us for our next episode

March 3rd 2021

Register now: 3in30.beatonglobal.com

A FIRM'S CULTURE AND ITS CX ARE TWO SIDES OF THE SAME COIN

Jon Huxley, **beaton**

Amanda Lee, ShineWing Australia

Michael McGlynn, Tonkin + Taylor