

Talking Money with Your Clients

BUS10

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Who am I?

Project Management & Operations Consultant

- 30+ years of operations and project management exp.
- Non-technical, non-certified project manager
- Technology lover
- Small business fan - daughter, sister & BFF of small business owners
- Lead Facilitator for WITfm

 **WOMEN [INNOVATING] TOGETHER**



What Will You Learn?

How to build a proposal

How to ask for what you're worth

How to manage changes

How to draw the line and say no

How to have natural and unemotional conversations about money

How This Applies

To contractors or freelancers

To in-house developers

To business owners

What Makes Money-Talk Scary

Our upbringings - taboo

Not setting clear expectations

Surprising the client after the fact

- Invoice and duck?

Budget Concerns

- True? Or not true?

What else?



But, Mainly...

Not believing in your value

- What you provide
- What you create
- What you can do that they cannot

Confidence

When you
learn how
much you're
worth, you'll
stop giving
discounts.

Perceptions of Money

Energizing!

Game

Goals

Too much is bad

- BUT, if you don't make it:
 - You can't employ others.
 - You aren't there the next time your client needs you.
 - You can't give it away.



Can I Get a Ballpark Price?

Provide a ridiculous range (\$2500-\$125,000)

- Client hears \$2500
- Budget ideas based on response

Hourly rate?

- Without estimated hours, who cares?
- Compare rates without consideration of speed



Or a Guesstimate?

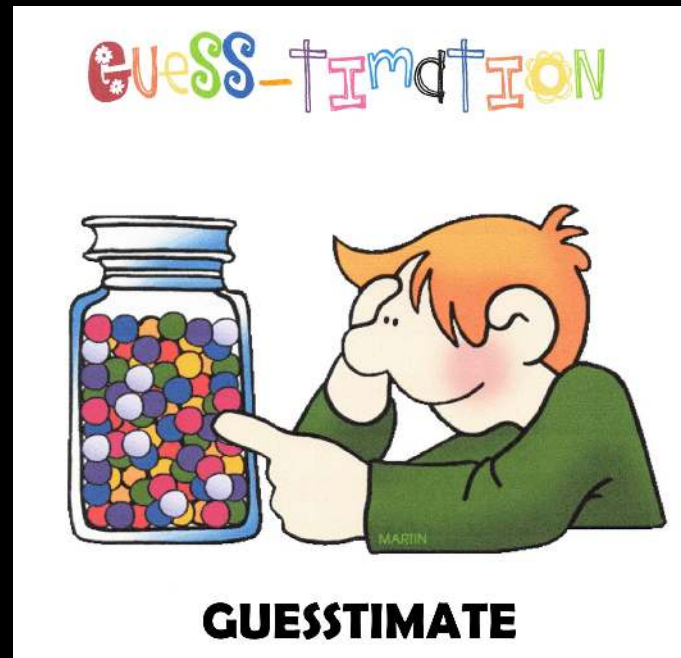
Don't provide initially

Schedule another meeting

- Learn more about the project and client
- Think about the price

Price the client/the work

What about discovery?



Project Management Starts Here

The proposal sets the tone

First step toward a successful project

Include the basics

- Scope
- Price
- Timeframe



Writing the Proposal

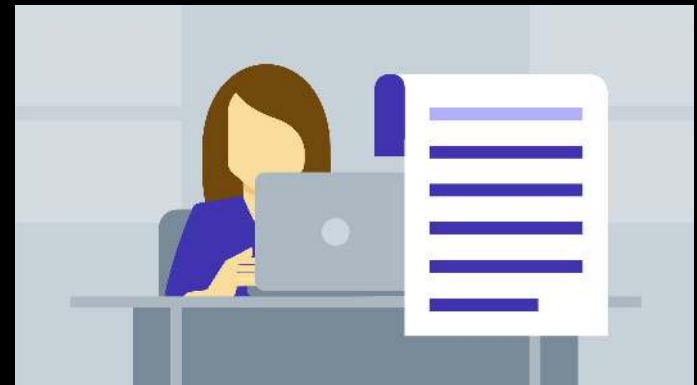
Not more than 3 pages

Define the scope by what the client gets

Provide 3 options

Designate a deadline or timeframe

- Duration \neq estimated hours
- Client testing/acceptance can follow



The Money Part

Explain budget in detail

- Estimated number of hours?
- Fixed price?

Designate payment terms



Payment Terms

Get \$\$ upfront to avoid chasing down payments

- Full payment or staged?
- Deposit?
- Bank of hours?

Avoid tying terms to milestones

- Unless you are really, really good at project management and managing client expectations



Proposal Process

Trusted Advisor

Walk through the proposal together

- Don't "present"; it should be a dialog
- Listen to client feedback; be willing to modify
- Don't email it and pray

Share pricing without hesitation

- No apologies
- No excuses



Proposal Process

Systematic follow ups

Make sure the client received it

Check in with questions

Remind of expiration date

Negotiation

If accepted immediately, are you valuing your service appropriately?

Negotiation is OK, but it sets a precedent

- If you remove value/scope, reduce the price
- If you add value/scope, increase the price

Timing changes

Payment terms/changes



Getting Paid

Stop working if you don't get paid

Don't finance someone else's business

- Subcontractors waiting on clients to pay to get paid

Develop a process of regular invoicing



Managing Money/Budget

Early and often

Not emotional

Progress vs. budget
in each status meeting



Changes Aren't Free

Contingency budget?

Change bucket?

“Free” bug fix window?

Wish list



Managing Expectations

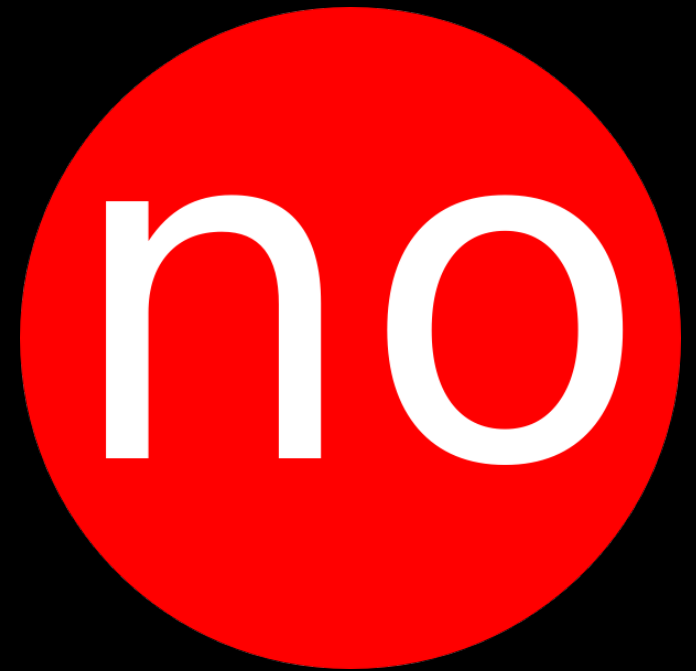
Clear Concise Communication with Consequences

Get approval from the right person

Saying No

Say yes, but wait

Say yes, with consequences



The Result

Happy clients

Lessons learned

Completed projects

Value delivered

Profit



Questions?



Session Updates

This session WILL have updates.

www.filemaker.com/devcon/speaker_updates

(This is also listed in DevCon2Go)

Thank You!

Please remember to fill out the session evaluation at:

www.filemaker.com/devcon/evaluations