

# How To Quote Your Fee Without Sweating

Addressing the Meeting Planner's Second Question with Confidence

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## How To Quote Your Fee Without Sweating

**W**hat is your perception of a salesperson? Your answer to that question will influence how you interact with meeting planners. You are in one of the most difficult areas of sales: selling personal services. After all, you are not only the salesperson, you're the product. So, when the meeting planner says no, you will naturally take that personally.

In this session, we will use the process sales professionals use, Value-Added Selling, to overcome or eliminate the tension that arises when quoting our fees. There will be no sales gimmicks here. In fact, you will only learn a few techniques, only when we use them to illustrate the principles being taught here.

Our goal is to build your competence so that you will have more confidence.

You might want to print this material and follow along – there are some fill-in-the-blanks here. However, keep this PDF handy so you can use the embedded calculator on the last page.

NOTE: If the calculator does not appear on the last page, use the link shown in the agenda below

Thanks for joining us.

*Chuck*

### AGENDA

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- Overview – the basics of Value-Added Selling
- Myths & Truths About Professional Speaking
- Terminology – how you may have inadvertently talked yourself out of some opportunities in the past
- Process – the how-to's of this how-to seminar
- Calculator (NOTE: If the last page appears to be blank, use this link: [www.chuckreaves.info/blendedselling/training2.html](http://www.chuckreaves.info/blendedselling/training2.html))

## THE BASICS OF VALUE-ADDED SELLING

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\_\_\_\_\_ is never the real reason why the customer said no

It is the absence of \_\_\_\_\_ that loses the sale

The \_\_\_\_\_ is the most frequent objection salespeople hear

It is rarely, if ever, \_\_\_\_\_

The single, most important function of sales is \_\_\_\_\_

Focus on the principles; \_\_\_\_\_ do not work

Three reasons why people buy:

- They \_\_\_\_\_ it
- They \_\_\_\_\_ it
- They \_\_\_\_\_ the salesperson

Most customers do not know what they \_\_\_\_\_

Help them define their \_\_\_\_\_

When a customer is buying on \_\_\_\_\_, create \_\_\_\_\_

When a customer is buying on \_\_\_\_\_, create \_\_\_\_\_

*“In the history of recorded time,  
no customer has ever said,  
‘Your price is too high,’  
and meant it.”*

*-Chuckism #6*

## MYTHS AND TRUTHS ABOUT PROFESSIONAL SPEAKING

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Nobody wants a \_\_\_\_\_ (get over it)

Three reasons for having a meeting:

- Cause people to \_\_\_\_\_
- Cause people to \_\_\_\_\_
- Cause people to \_\_\_\_\_

Determine and focus on their desired \_\_\_\_\_

### TWO TYPES OF MEETING PLANNERS (WE SELL DIFFERENTLY TO EACH)

ISSUE	PROFESSIONAL	OCCASIONAL
Experience	Knows the ropes, familiar with details, fee structures, etc.	May be uncomfortable with details, including fees
Agenda	Set, hard to change, focused	May change frequently
Reference	Will provide references if pleased; will refer the speaker <u>when asked</u>	Usually not a good source of referrals
Desired Outcome	May not know	Needs help in determining
Budget	Fixed but negotiable	Probably too low

### TWO MAJOR MARKETS (WE SELL DIFFERENTLY TO EACH)

ISSUE	ASSOCIATION	CORPORATE
Focus	Industry issues	Corporate issues
Jargon	Know the broad categories	Know the specifics
Referrals	Everyone in the audience is a potential new client	Usually inter-departmental only
Desired Outcome	Promote and grow the industry, lobbying	Grow the company, competitive advantage, expense management
Budget	Fixed but negotiable	Probably too low
Upsell?	Rare opportunities (regionals?)	Frequent opportunities

The words you choose to use and the intonation in your voice are critical!

Compare these three phrases and see which one you think would be the most effective in communicating your fee:

- "My fee is \$X."
- "Your investment will be \$X."
- "Your organization's (or association's) investment will be \$X."

Investment implies \_\_\_\_\_

Remember always, you are doing something \_\_\_\_\_ them, not \_\_\_\_\_ them.

Use as few \_\_\_\_\_ -person references as possible

Use as many \_\_\_\_\_ terms as possible

Start with generalities and move to \_\_\_\_\_ (make sure you're on the right track)

Never say "\_\_\_\_\_"; say "\_\_\_\_\_" or "\_\_\_\_\_"

When formulating your next statement or question, focus on WIIFT

*FEELING A LITTLE BETTER?*  
*COMPETENCE BUILDS CONFIDENCE*



Leads come two ways:

ISSUE	ADVANCED NOTICE	AMBUSH
Preparation	Pre-call planning	Have your SPM* ready
Issues	Search corporate, industry sites	Rely on – but do not depend on your experience
Your Differentiation	Find similar references, applications	Try to think on your feet

\*Sales Process Methodology

Do not \_\_\_\_\_ to the meeting planner; \_\_\_\_\_ !

Federal laws do not require you to \_\_\_\_\_ when asked

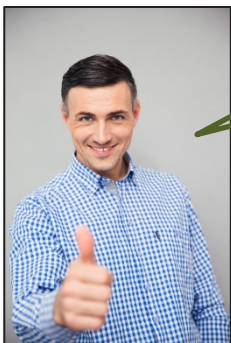
The first time you are asked your fee, \_\_\_\_\_ quote it or quote it as a \_\_\_\_\_

The second time you are asked your fee, quote it in the form of a \_\_\_\_\_

Meanwhile,

- Determine the MP’s desired \_\_\_\_\_
- \_\_\_\_\_ it as much as possible using \_\_\_\_\_
- Anytime anyone answers one of your questions, your response needs to be \_\_\_\_\_ ?

The \_\_\_\_\_ of your presentation is determined by the organization’s \_\_\_\_\_ of the \_\_\_\_\_ of their problem or the \_\_\_\_\_ of achieving their objective



**GIVE THESE IDEAS A TRY – EXPECT SOMETHING GOOD TO HAPPEN?**

## FREE STUFF AND SHAMELESS ADVERTISING

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My specialty is sales. As a result, over time I've accumulated a lot of content.

The free stuff can be found here:

[www.ChuckReaves.com](http://www.ChuckReaves.com) – articles, videos, etc.

[www.ChuckReaves.guru](http://www.ChuckReaves.guru) – a library of content

[www.BlendedSelling.com](http://www.BlendedSelling.com) – the latest disruption in sales

Want some formal training? My e-Learning LMS platform can be found at:

[www.ChuckReaves.online](http://www.ChuckReaves.online) Use the **coupon code snn2018** for a **50%** discount; valid until 10/31/2018.

Some ideas for training yourself can be found at [www.DIYSuccess.com](http://www.DIYSuccess.com)

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