

A 2016 Pricing Master Class with Ron Baker



In Australia for the first time in 3 years, the founder of VeraSage Institute (the leading think tank dedicated to educating professionals internationally), Ron Baker delivered for View an interactive 90 minute session.

The webinar explores how accounting and financial planning firms are embracing a superior business model: selling intellectual capital; not time.

In a discussion facilitated by Matthew Burgess, Ron Baker uses numerous case study examples and –

- a. explains how value pricing delivers enormous competitive advantages
- b. demystifies the number one driver of profitability in professional service firms
- c. explores what you can implement immediately to begin 'pricing on purpose'
- d. provides a deep analysis of his 'Eight Steps to implementing Value Pricing'
- e. analyses the arguments against 'burning the timesheet'

RECORDED WEBINAR PACKAGES

Package features	Service Level		
	Concierge	Comprehensive	Compliance
Secure weblink of the audio and visual recording of the 90 minute presentation	•	•	•
Copy of the presentation slides	•	•	•
A detailed paper by Matthew Burgess reviewing and summarising the key aspects of Ron Baker's book ' Implementing Value Pricing '	•	•	
An eversion of Ron Baker's latest book ' The Soul of Enterprise ' (PDF or kindle)	•	•	
Paperback copies of any two business books recently published by View Legal (details below)	•		
Unlimited exclusive private consulting with Matthew Burgess for 30 days following your purchase	•		
Guaranteed fixed price	\$1,250	\$295	\$165

Learn more about Ron's book 'The Soul of Enterprise' [here](#).

In relation to the 'Concierge' package and the choice of business books recently published by View Legal, these are as follows:

1. [Dream Enabler Reference Guide](#) (Original foundation business book, that includes business plan of View Legal)
2. [Dream Enabler](#) (60,000 word business book)
3. [Dream Enabler Work Book](#) (step by step guide to implementing the principles explained in the above publications)

Recorded Pricing Workshop Packages



View Legal

In Australia for the first time in 3 years, the founder of VeraSage Institute (the leading think tank dedicated to educating professionals internationally), Ron Baker delivered for View an interactive pricing workshop.

Package features	Service Level			
	Concierge	Comprehensive	Compliance	Entry
USB of the audio and visual recording of the half day Pricing Workshop event	•	•	•	•
Copy of the presentation slides	•	•	•	•
An electronic copy of a summary of any one of Ron Baker's books – see choices below (by Matthew Burgess)	•	•	•	•
30 minute online mentoring session for your firm with Matthew Burgess any time within 45 days of your purchase	•	•	•	
\$50 View Legal estore voucher (valid for 45 days following your purchase)	•	•	•	
An electronic copy of the summaries of all Ron Baker's key books (by Matthew Burgess)	•	•	•	
Edited transcript of the half day event	•	•		
\$200 View Legal estore voucher (valid for 45 days following your purchase)	•	•		
60 minute online mentoring session for your firm with Ron Baker valid for 45 days following your purchase	•	•		
Secure weblink of a separate 90 minute webinar by Ron Baker	•			
A 90-minute interactive workshop by Matthew Burgess exclusively for your firm valid for 45 days following your purchase	•			
Unlimited exclusive private consulting with Ron Baker valid for 45 days following your purchase	•			
Guaranteed fixed price	\$2,750	\$1,200	\$789	\$499

Book details

- The Firm of the Future A Guide for Accountants, Lawyers, and Other Professional Services (co-authored with Paul Dunn)
- Pricing on Purpose: Creating and Capturing Value
- Measure What Matters to Customers: Using Key Predictive Indicators
- Mind Over Matter: Why Intellectual Capital is the Chief Source of Wealth
- Implementing Value Pricing: A Radical Business Model for Professional Firms