



**Vanessa Ugatti**

**The True Worth Expert**

MORE MONEY – MORE TIME – MORE FREEDOM



## LITE TRUE WORTH BOOST PROGRAMME FOR PROFESSIONAL SERVICES FIRMS

The challenge that most professional services firms have is a lack of confidence in those who negotiate fees because they fear rejection, losing the work or the client.

This is a powerful, yet negative motivator and means that they are not in charge of those fee discussions, right from the start.

Thousands upon thousands can be won or lost in a phone call. It all depends on the competence and confidence in having the right conversations with prospects and clients, at the right time.

My aim is to offer you flexible programmes which address these issues and can be tailored to your needs. Additional time can be added to continue accountability and cement changes.

### Prior to Commencement of the Programme

To guarantee that we can work well together, I always insist on starting the programme by checking we're a "good fit" and get a real handle on what you're looking to achieve.

This is done using these 3 simple steps:

- A briefing meeting – up to 60 minute video call with all decision-makers to discuss issues, concerns, time-frames and agreement to circulate pre-session questionnaire.
- Pre-session questionnaire. You will be sent a link to a diagnostic questionnaire which will allow me to tailor the session to your needs.
- You will have access to a PDF of my Amazon Best-Seller, *'True Worth'* for each delegate, which I recommend they read prior to the commencement of the programme.



It's an easy read and will take delegates no more than 30-45 minutes and will give them the foundation needed to start this programme.

If any of us decide that we're not a good fit during this process, then we can walk away with no hard feelings...

## **The Programme – How it works...**

- 40 minute virtual presentation
- Deliver tried and tested True Worth formula principles, using slides to aid learning.
- Pledge – what are they going to do differently? I encourage delegates to type into the chat box or depending on the number of delegates, go around the room and ask each person to share what new action they plan to take. I will save pledges in the chat and send to you.
- 20 minute Q&A session to tackle burning issues around charging and getting paid.

## **Post Delivery - The value goes on ...**

- To ensure that new action is being implemented, approximately two months later, I will set up a 30 minute accountability call with attendees to find out how they've been doing, and troubleshoot any challenges which have arisen.
- We will then set up a 30-minute de-briefing call to review the success of this programme, looking carefully at the KPIs that were discussed in the briefing call, to make sure you are moving in the right direction.
- If happy, you'll write me a lovely testimonial and recommend me to other professionals, like you. 😊



## Investment and Duration

- The investment will depend on the number of attendees and the number of accountability calls required.
- Duration of programme: 2 – 3 months.

## Additional Ongoing Support

Some clients opt for additional ongoing support as part of this programme and you can buy extra hours for continued accountability and embedding of new behaviours/. Costs for this can be discussed at the appropriate time.

If you have any questions at all  
or would like to begin this programme, please call  
Vanessa on 01202 743961 or 07957 672335