

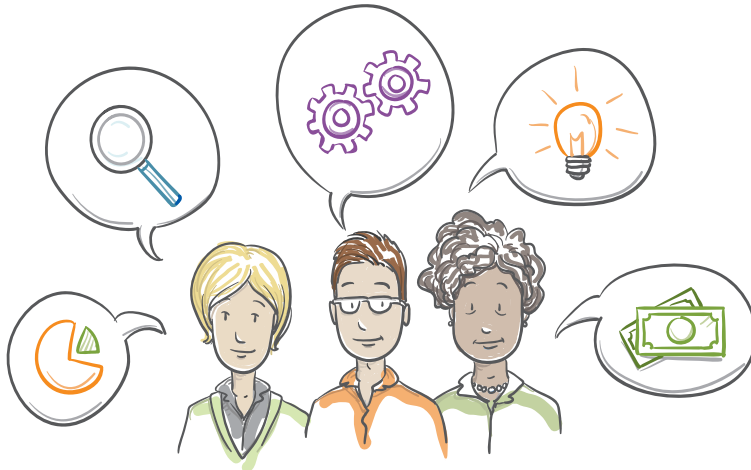
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present...

## Intro to Advanced Pricing Methods<sup>SM</sup> Special Pre-Conference Session | Oct 24



PURPOSE · IMPACT · WORTH

Curious how to price your projects based on your impact, not your hours? Ready to explore a new revenue model? Want to elevate your win rate? Need to fix scope creep? How about deepen client relationships?

Now's your chance to attend an **exclusive** half-day workshop that's only been offered publicly once before.

Upstream Academy and Michelle Golden River are excited to jointly offer this special workshop. She's equipped more than 725 CPA partners, managers, and senior associates with the ability to price upfront with confidence. In this interactive workshop, she teaches you to fish—you learn a simple, repeatable process to approach pricing upfront. Be prepared to see results right away when you try out your new pricing skills!

ROI of this program? Track records reflect that when firms use her three-option approach, buyers select the middle or high option 60% of the time. This session easily pays for itself in just one proposal!

### Program Highlights

- Understand clients' value drivers, establish worth, create context for the buyer
- Learn how & why to put the client in control of their purchase
- Influence the buyer's price point by creating context for them
- Make it easy for buyers to move themselves UP the value curve
- Refine & protect scope: manage margins by establishing client & team expectations
- Improve how you integrate & package services from across the firm

Session price: \$600

Register now! <http://www.upstreamacademy.com/bestpractices.asp>

## WORKSHOP RESULTS SPEAK FOR THEMSELVES

"Our profession is faced with transforming our business model which includes learning new ways to price our services. Horne's progress in pricing has been largely due to Michelle helping us build a vision and foundation that allowed team members to change how they think about pricing. The ROI on our investment in Michelle's advanced pricing methodology has been tremendous."

Joey Havens  
Executive Partner  
HORNE LLP

"Using Michelle's approach, our proposal win rate jumped to 80%, up 25% in just one year. Our per-sale revenue is also up because most clients select service tiers with high-value consulting projects. We've become much more adept at sourcing work beyond compliance. By focusing on outcomes, not tasks, we're creating more demand for solutions that help clients achieve success; it's what they care about most."

Eric Majchrzak  
Shareholder  
BeachFleischman PC

## ABOUT MICHELLE GOLDEN RIVER, CPF



Michelle is a CPA-firm growth and profitability strategist with subspecialties in pricing and positioning. Since 2005, she's helped CPAs with new pricing models as just one of several aspects of growth strategy. Now, pricing is her full-time passion. Over the last few years, she's honed her "Advanced Pricing Methods" coursework and taken hundreds of CPAs and consultants through her program. She's the only one to have guided multiple Top 100 CPA firms through institutionalizing an upfront pricing model based on worth rather than time.

Michelle moves from theory to practical application and sets you up to make big progress possible. A long-time consultant and former Top 100 CPA firm partner, Michelle is widely recognized for her original ideas and success in implementing them:

- Ten Most Powerful Women in Accounting by *Accounting Today*
- 25 Most Powerful Women in Accounting by *CPA Practice Advisor*
- Top 100 Most Influential People in Accounting by *Accounting Today*
- Top 25 Thought Leaders in Public Accounting by *CPA Practice Advisor*
- Association for Accounting Marketing Hall of Fame

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facebook.com/foreadvantage



+1 661-360-7968



linkedin.com/in/michellegolden



@michellegolden