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Pricing Strategy? We hear a lot about pricing B2B services based on

Is It Time To Revisit Your

value. Doing so, the conventional thinking goes, allows you to charge for your expertise, not your time. The idea underlies many of the pricing strategies used by businesses today. This is all great, but what is "value" and how do you

value matches your client's assessment? The answer is surprisingly simple: it's all about the outcome for the client. By getting back to the basics of

measure it? How do you know if your sense of your

value becomes easy to demonstrate. This translates into happy clients who pay your fees on time. At Imperial, we work with our clients every day to provide tangible outcomes that solve real-life problems. Please drop us an email or give us a call if you would

focusing on deliverables and the outcome for the client,

All My Best, Alex

like to learn more about how we help.



Alexander Brokhin President & Founder

Email Alex

Request A Call





In bookkeeping and accounting, pricing can be difficult. You want to charge based on the value you provide. but figuring out that value is a process. This is a great article on how to start pricing with two big takeaways: get paid in advance, and change your pricing over time. Just because you charged one price last year doesn't

The Biggest Pricing Mistakes I Have Made

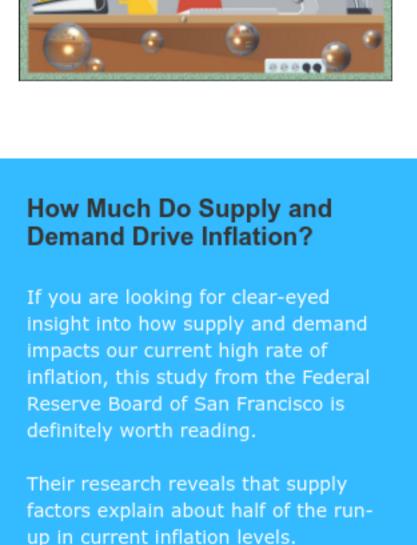
In My Bookkeeping Business

mean you can't change your rates now! (Photo by Breakingpic) Read More



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Demand factors are responsible for

about one-third, with the remainder

resulting from ambiguous factors.

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Why Old Thinking Won't

Lead to New Ideas

Is It Time To Catch Up &

Clean Up Your Accounting?

If you are looking for bookkeeping or

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In bookkeeping, sales, business, and life, asking "why?" is how we find better ways to do things and grow. Engage with your customers, ask why, and you'll find many times no one knows.

diverse ways and shift your perspective on the issues. Learn More Accounting System Health Checkup

Using the same old thinking will

simply lead you to the same old

ideas. You need to do something that will stimulate your brain in

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If you haven't had an independent review of your accounting systems recently, it's time

for an Accounting System Health Check. Call today to schedule your checkup.

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Imperial Cost Control

talent behind the firm. I work with an incredible group of

alex@imperialcontrol.com

professionals and look forward to the continued

growth and success of our company. I am humbled by the loyalty and wonderful relationships we have with

our clients. Thank you for

allowing us to support you."

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