

Please Add Imperial To Your Safe Senders List So You Never Miss Out.



Outsourced Bookkeeping,
Accounting Cleanup &
Controller Services

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Is It Time To Revisit Your Pricing Strategy?

We hear a lot about pricing B2B services based on 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 measure it? How do you know if your sense of your 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 focusing on deliverables and the outcome for the client, 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 like to learn more about how we help.

All My Best,

Alex



Alexander Brokhin
President & Founder

[Email Alex](#)

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The Biggest Pricing Mistakes I Have Made In My Bookkeeping Business

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 mean you can't change your rates now!

(Photo by Breakingpic)

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The Changing Face of Value in B2B Sales

We need to stop talking about the "value" of our so-called "solutions" and start focusing on the value of our customer's outcomes.

It seems as if the phrase "sell on value, not on price" must have been around since shortly after the dawn of B2B selling, and it would be hard to argue with the sentiment. But what do we actually mean by value - and perhaps more important, how do our customers perceive value?

(Photo by Sora Shimazaki)

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Is It Time To Catch Up & Clean Up Your Accounting?

If you are looking for bookkeeping or other accounting services in Houston, look no further.

Imperial provides a multi-layered approach for all types and sizes of businesses from start-ups to high growth; from small family run to public companies.

[Learn More](#)

How Much Do Supply and Demand Drive Inflation?

If you are looking for clear-eyed insight into how supply and demand impacts our current high rate of inflation, this study from the Federal Reserve Board of San Francisco is definitely worth reading.

Their research reveals that supply factors explain about half of the run-up in current inflation levels.

Demand factors are responsible for about one-third, with the remainder resulting from ambiguous factors.

[Learn More](#)

Why Old Thinking Won't Lead to New Ideas

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.

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 diverse ways and shift your perspective on the issues.

[Learn More](#)

Accounting System Health Checkup

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.

713.444-0710

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"I am extremely proud of the talent behind the firm. I work with an incredible group of 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."