

You'll never again let a fee conversation **drift without noticing.**

Giving ground is sometimes the right move. Giving it without noticing never is.

A six-week online course for client-facing people in accountancy and professional firms.

11 January 2027
Next course starts

Six weeks
Online

One live session
a week

Maximum 10
places per group

WHY NOW

Clients are reading that AI should make professional work cheaper, and fee conversations are getting harder. Recognising and putting across your value is a skill. Like any skill, it improves with training.

WHO IT'S FOR

Managers, directors and partners who quote fees and talk to clients about them. Some are put forward by their firm. Others come because they want to get better at it for their own careers. Both work.

ABOUT TERRY

Terry Dunbar has spent 25 years training client-facing people in accountancy and professional firms, nearly 20 of them face to face, from Big Four partners to independent practices. Selling Value is back, now online.

DOES IT LAST?

Most training gets good feedback the week after. The real test is whether people are still using it years later.

"I attended a number of Terry's pro-sell training days in my early years as a partner. I still use a number of the tips and techniques he taught us then (20 successful years later)"

Regional Managing Partner, Big Four firm

WHAT WE COVER

- **The P/V Formula:** how price and perceived value work against each other, and what to do when they are out of balance.
- **The six layers of value:** yourself, your team, your firm, your proposition, your offering and your proposal.
- **The four discounts:** the asked-for discount, pre-discounting, scope creep and free advice.
- **Quoting with confidence:** being clear enough about your value to quote the right fee first time.
- **Dealing with fee pushback professionally:** leaving the relationship and the margin intact.

HOW IT WORKS

- One live session a week, in a small group.
- Practical work between sessions, using your own clients and quotes.
- **Optional extra support:** a weekly practice clinic. Bring a live quote or client situation for feedback.
- A closing one-to-one with Terry.
- For a whole team, the course can also run in-house.

MAKING IT STICK

The course doesn't stop at week six. New skills need practice to become habits.

- **Monthly alumni refocus and Q&A:** 60 minutes on Zoom, with questions sent in advance.
- Open to everyone who has attended the course, including past delegates from Terry's face-to-face years.
- No time limit. Come back whenever you need it.

FROM PAST DELEGATES AND CLIENTS

"You gave a selling value course to [our] London team about 11 years ago and I was reflecting and remembering how brilliant it was ... I remember the notion of value and still remember the hypothetical scenario of selling a watch! ... [the firm] had the highest proportional organic growth in 2024 in the UK ... and my own growth in the London office was over 30% and gross profits more than 4x in the period I led it."

Former Partner, UK accountancy firm; now in Australia

"Terry has delivered a number of selling the value courses for me over the years and each time he has always delivered a top class experience with plenty of development and learning opportunities for the delegates. I would not hesitate in recommending him"

Danny Houghton, Partner, MHA

Next step: a short call

Places are limited to 10 per group. To talk about a place for yourself or your team, book a time at zbooking.eu/MpdWP, or simply reply to my message.

Book a call

Know someone else who would find this useful? Please pass it on.