

# LOOKING FOR & AFTER HIGH-VALUE CLIENTS

FRIDAY, 13 APRIL 2007,  
9.00 AM – 1.00 PM

77A BOAT QUAY, SINGAPORE 049865

An Intellitrain Learning Solution



[www.intellitrain.biz](http://www.intellitrain.biz)

## Special Offer For All Delegates

Sign up for this workshop  
and either

(1) bring along a guest  
at 1/2 price

OR

(2) attend the workshop  
"Beyond Billable Hours –  
Pricing Strategies for  
Professionals"  
at 1/2 price!

For more details, please call  
6557 2750 or e-mail  
customerservice@intellitrain.biz.

## WHO MUST ATTEND

1. **Professionals including lawyers, arbitrators, accountants, bankers, trust professionals, financial services professionals and insolvency practitioners**
2. **Marketing & business development staff working in professional services firms**

## ABOUT THIS WORKSHOP

The busy professional is often too busy doing the work to market his services. Yet, contrary to popular belief, marketing your practice and its services need not be a complicated or resource-intensive exercise.

At this Workshop, discover how your professional services firm can best project its profile and expertise into the marketplace and thereby increase its bottom line.

By the end of this Workshop, you can expect to have a greater understanding of the role of partners and staff in developing your practice and promoting your services to existing and potential clients. You will gain practical ideas that can be implemented immediately without spending a fortune.

## LIMITED TO 35 PLACES ONLY!

## LEARNING OBJECTIVES

At this Workshop, you will learn:

1. Marketing – the who, what, where, when how and why
2. Ideas to leverage your intellectual capital
3. How to get the best out of your team
4. How to get the best out of your clients
5. Ideas that work effectively and will give you the best return on your investment

## YOUR WORKSHOP LEADER

**Simon Tupman – Founder, Lawyers with a Life**



Simon Tupman consults to professional service firms internationally and is the author of *Why Lawyers Should Eat Bananas*, a best-selling professional development guide for lawyers looking to develop their practices and improve their lifestyles. His latest book, *Why Entrepreneurs Should Eat Bananas* was published recently by Singapore publisher Marshall Cavendish. Simon is also an inspiring and humorous speaker and regularly addresses retreats and conferences around the globe. He addresses topical issues of concern to every professional service firm leader today: leadership, management, value, service, entrepreneurship and motivation.

Born in the United Kingdom, Simon holds degrees from Nottingham Trent University (BA Hons), City University Business School (MBA) and is a Solicitor of the Supreme Court of England and Wales. Now based in Australia, he is a member of the Australasian Professional Services Marketing Association, the Law Society of England and Wales, the International Federation of Professional Speakers and a member of the Law Council of Australia.

Simon has worked with a distinguished group of clients from across a variety of sectors including law, accountancy, banking, government, hospitality radiology, mortgage brokerage, real estate and financial planning. Visit [www.simonupman.com](http://www.simonupman.com) for more information on Simon.

# BEYOND THE BILLABLE HOUR

## - Pricing Strategies for Professionals

FRIDAY, 13 APRIL 2007,  
2.00 – 6.00 PM

77A BOAT QUAY, SINGAPORE 049865

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- 2. Marketing & business development staff working in professional services firms**

### ABOUT THIS WORKSHOP

Professionals although highly competent in their areas of technical expertise, often do not appropriately price the services that they deliver.

This Workshop will help professionals understand the differences between fixed and value pricing and how your firm can differentiate itself from your competitors by revolutionizing your pricing methods. Discover how other professional service firms, notably accountants, are trashing the time sheets, both as a method of pricing and costing and opting for a fresh approach to pricing based on value to the client.

Can it work for your firm? You be the judge in this interactive session which is guaranteed to stimulate thought and debate.

### LIMITED TO 35 PLACES ONLY!

### LEARNING OBJECTIVES

At this Workshop, you will learn:

1. how to eliminate write-offs, accounts receivables and client complaints over your bill
2. how fixed fees and value pricing can eliminate inefficiency and promote effectiveness
3. how to establish a fixed fee for all types of legal work
4. how to establish fees that reflect your true worth
5. how other professional service firms have benefited

### YOUR WORKSHOP LEADER

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**REGISTRATION, CANCELLATION & REFUND POLICY**

- Certificates of Completion will be awarded only if 75% attendance is attained.
- Registrations will be confirmed upon receipt of full payment accompanied by a duly completed registration form.
- The Organisers will send email confirmations to all registrants whose payments have been received.
- The Organisers reserve the right to refuse to register or admit any participant, and to cancel or postpone the course.
- Equivalent substitute delegates are welcomed, subject to the Organisers being notified at least 2 working days before the course of the details of the substitute delegate.
- The Organisers reserve the right to impose a cancellation fee in the event any registrant wishes to withdraw from the course after the registration closing date.
- The Organisers will not entertain any request for a refund of fees. However a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.

**REGISTRATION FORM****1<sup>st</sup> Delegate:**

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

**Attending (please tick as appropriate):**

	<b>Looking for &amp; After High-Value Clients</b>
	<b>Pricing Strategies for Professionals</b>

**2<sup>nd</sup> Delegate:**

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation \_\_\_\_\_

Email: \_\_\_\_\_

**Attending (please tick as appropriate):**

	<b>Looking for &amp; After High-Value Clients</b>
	<b>Pricing Strategies for Professionals</b>

**3<sup>rd</sup> Delegate:**

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation \_\_\_\_\_

Email: \_\_\_\_\_

**Attending (please tick as appropriate):**

	<b>Looking for &amp; After High-Value Clients</b>
	<b>Pricing Strategies for Professionals</b>

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

***As all registrations will be confirmed only by email, please provide email addresses at which you can be reached directly during office hours. If you have no email address, please indicate N/A so we can fax your confirmation.***

**Fees:**

	<b>NORMAL RATES</b>	<b>GROUP DISCOUNTS (for 3 or more registrants from same organisation)</b>
<b>Intellitrain Clients &amp; Partners (Members of ALEXIS, Law Society, SAL, SCCA, SCL, SIArb &amp; STEP)</b>	\$200.00	\$180.00 each
<b>Others</b>	\$250.00	\$225.00 each

Payment mode: Cheque only

I/we enclose a cheque for SGD \_\_\_\_\_ made payable to "Intellitrain Pte Ltd".

**Cheque payments should be made payable to "Intellitrain Pte Ltd" & arrive at 77A Boat Quay Singapore 049865 with your completed registration form by the closing date, Thursday, 5 April 2007, to secure your place.**

**FOR QUERIES, CONTACT US AT:**

Tel: 65572750 (Janice/June)

Fax: 65572751

Email:customerservice@intellitrain.biz