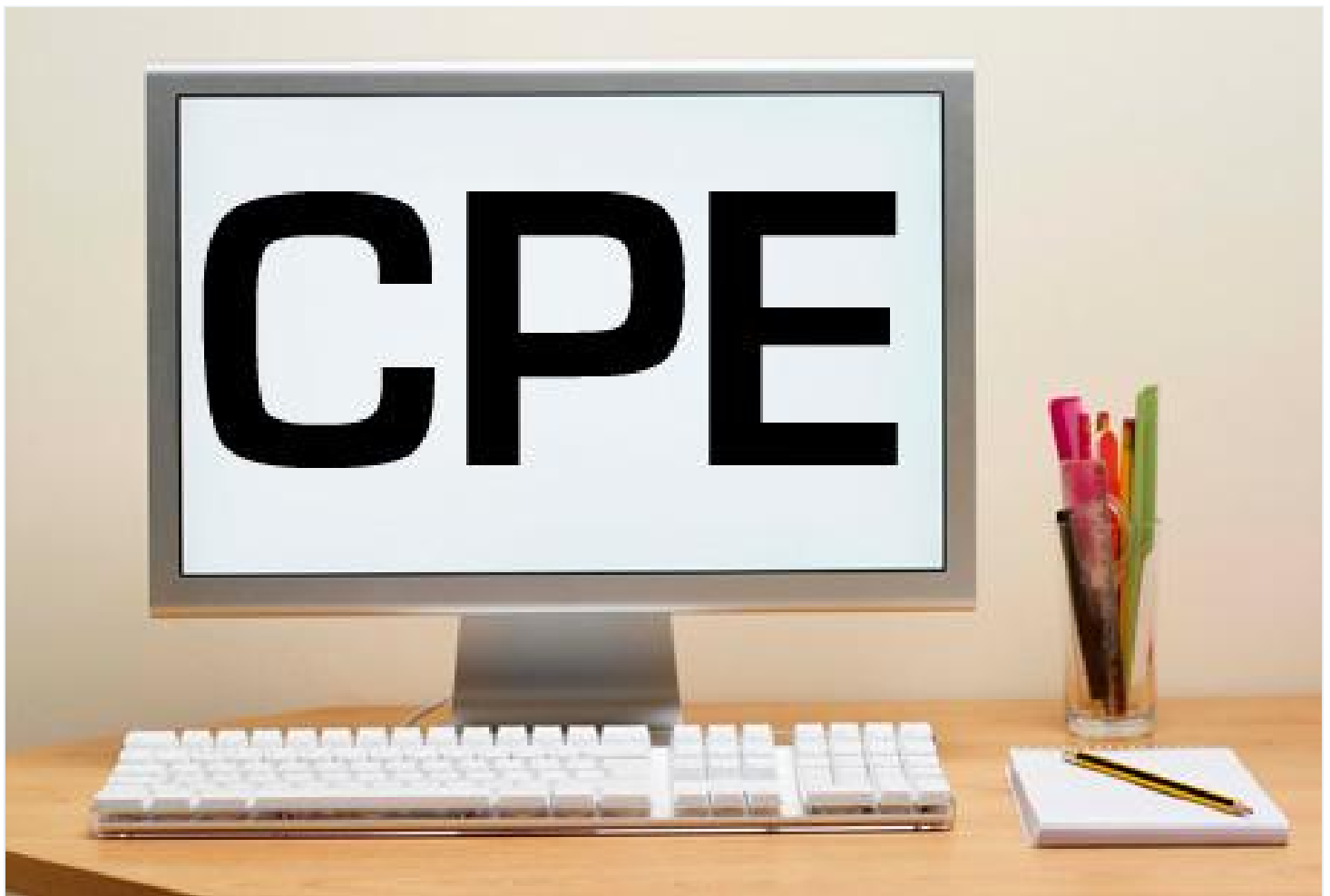


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professional firms and accountants still enforce the outdated and flawed hourly billing method, driving away some of the best and brightest from the profession...

Jan. 21, 2015



Price is the number one driver of profitability in any business, but too often professional firms and accountants still enforce the outdated and flawed hourly billing method, driving away some of the best and brightest from the profession. There is a better way, and expert Ron Baker and Intuit invite accounting professionals to a series of thought-provoking and leading edge [webinars](#) to help

firms sell intellectual capital with pricing based on the outcomes and value it creates,

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attendance to all four. To register:

- **Session 1** – “The Firm of the Future: From Professional Service Firm to Professional Knowledge Firm” – Tuesday, Feb. 3, at 12 p.m. CST/1 p.m. EST.
- **Session 2** – “Having the Value Conversation” – Thursday, Feb. 5, at 12 p.m. CST/1 p.m. EST
- **Session 3** – “Pricing the Customer, Not the Services and Developing and Pricing Options” – Tuesday, Feb. 10, at 12 p.m. CST/1 p.m. EST.
- **Session 4** – “Fixed Price Agreements, Pricing Objections, Project Management, Change Requests, Change Orders, & Pricing After Action Reviews” – Thursday, Feb. 12, at 12 p.m. CST/1 p.m. EST.

CPE credits are available. Professionals should check each session for specific details on credits.

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