



The Great Debate

Hourly vs Value-based Pricing



Round 1

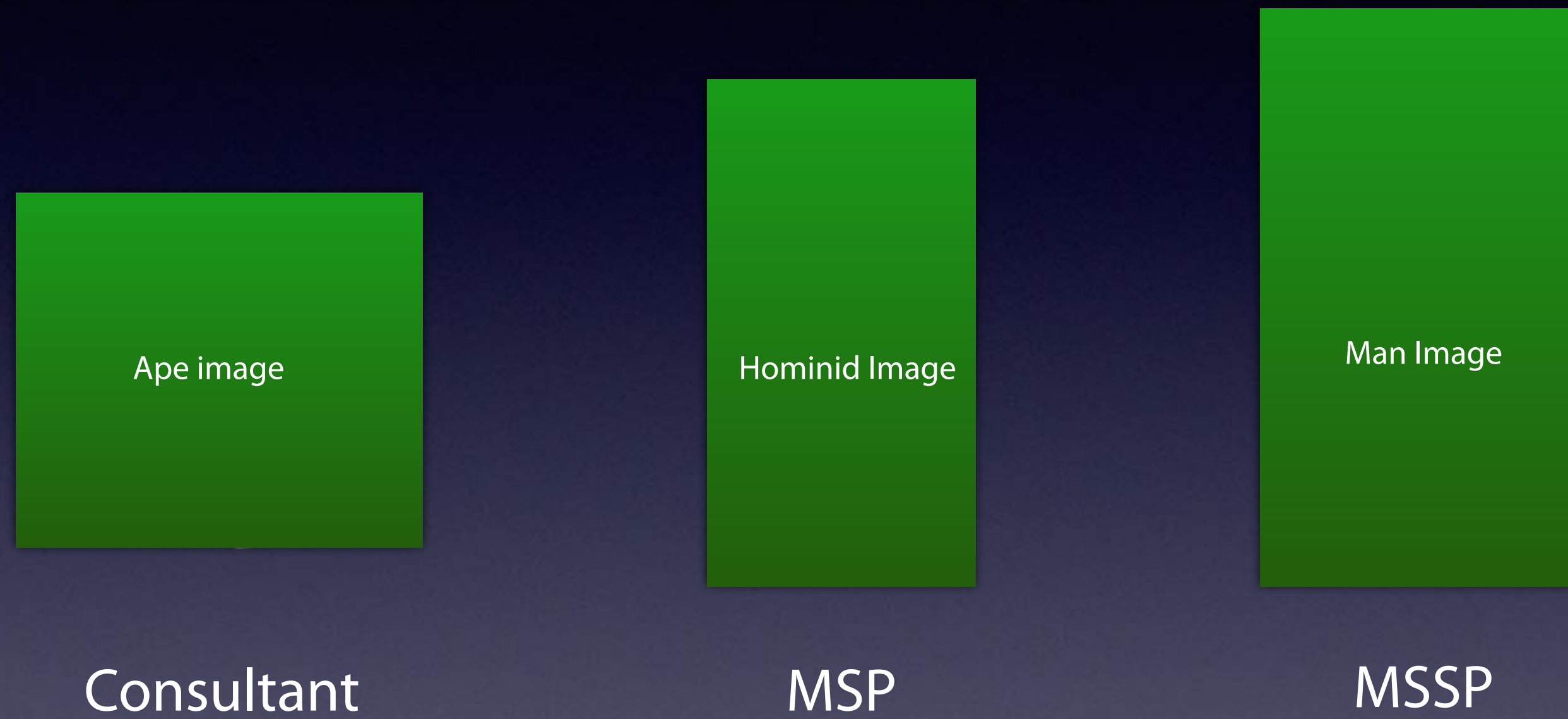




Alex argues Value



Market Evolution

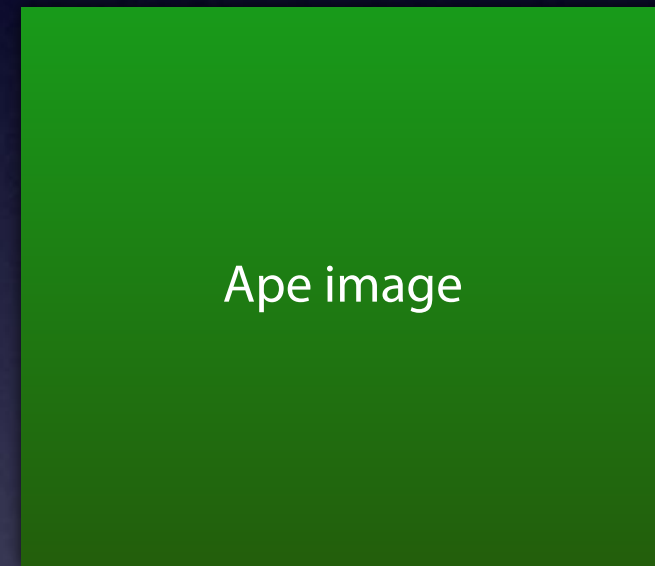




Allen argues Hourly

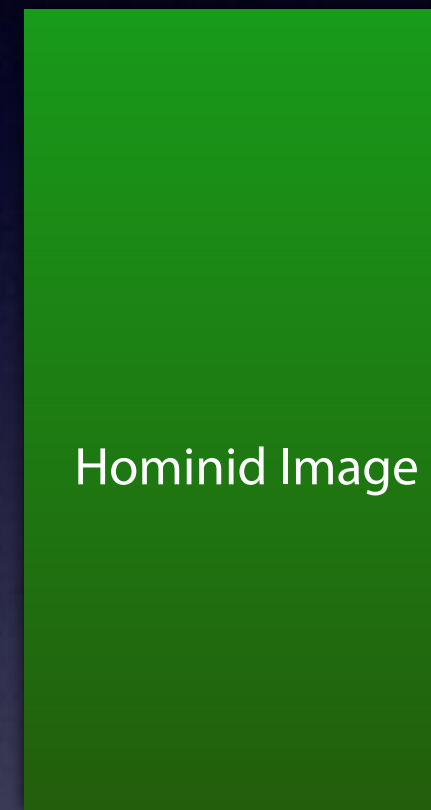


Customer Evolution



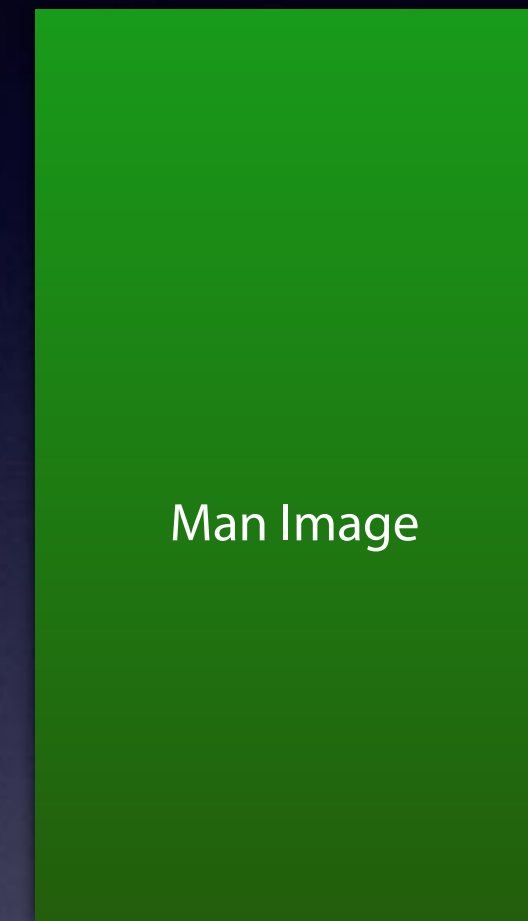
Ape image

Our Parents



Hominid Image

"I think this will compute"

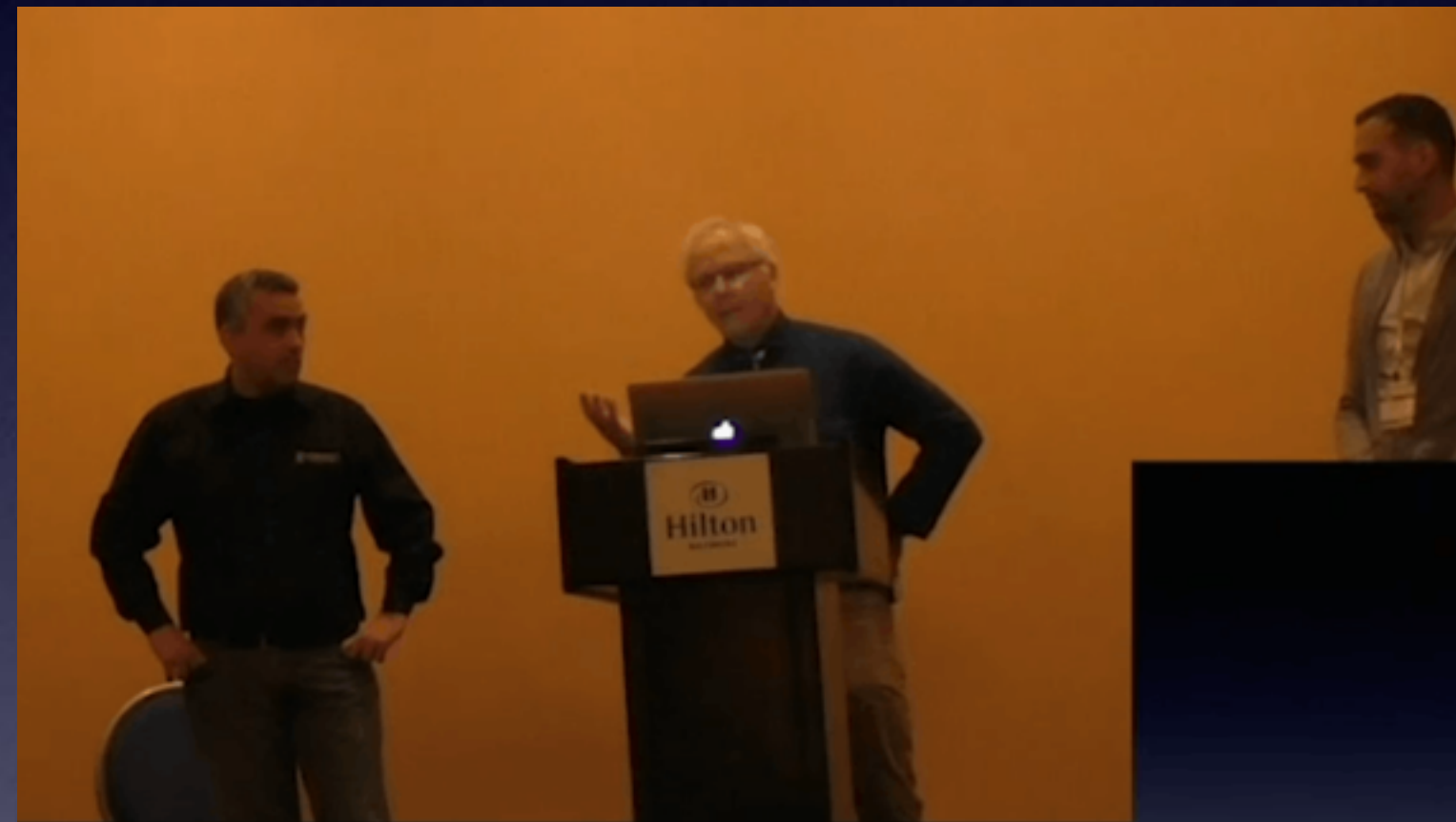


Man Image

"Tell me how smart I am"



Rebuttals



The Great Debate
Alex Narvey & Allen Hancock
Moderator: Zvon Petric



Alex Rebuttal



Value-based Pricing

Top Ten List Banner



Top Ten List Banner

- 6. Not selling Hours; selling Satisfaction!**
- 7. A set hourly fee invites comparisons with rivals**
- 8. I don't have time to collect for invoices**
- 9. After a long day I can't count properly**
- 10. Don't want to remind the client they are actually paying for something**



Top Ten List Banner

- 1. I can't attend ACES if I am losing money when I can't bill some hours**
- 2. I'm just lazy... Very, very, lazy!**
- 3. I can't budget if I don't know how many hours I am going to sell**
- 4. I might forget some items**
- 5. Too tired to itemize things**



Allen Rebuttal



Yes that List

Top Ten List Banner



Top Ten List Banner

- 6. I ain't no commie socialist!**
- 7. A set hourly fee conveys a feeling of trust.**
- 8. In the end, I'm going to need to track hours anyway.**
- 9. I don't like feeling taken advantage of when it's "one last thing".**
- 10. I don't have time to bill for little questions, that's what my base fee is for.**



Top Ten List Banner

- 1. I am not in a position to limit my customer base to those who might pay.**
- 2. I don't have to explain what is, or isn't included.**
- 3. I can't pay for Server.app (ahem, macOS) using an open-ended check.**
- 4. I don't have to keep up with who I owe what to, no custom contracts.**
- 5. Customers who don't know what they are getting can't appreciate it.**



Applause!

Allen Hancock

Alex Narvey

<https://WatchmanMonitoring.com>



<https://Precursor.ca>

@YesThatAllen



@precursorca

@YesThatAllen



@precursorca

<http://www.cbc.ca/radio/thedebaters>