

Financial training For non financial staff



The financial training specialists

Get a decent price! (profit)

Last week a fellow trainer raised a question about development work. A client wants him to develop a workshop covering their specific needs, and then deliver it. Normally trainers charge for delivering workshops, so how much should he charge for development costs? He thought it would probably take 5 days to develop the workshop.

This ties in nicely to my article last week about the café owner needing to understand his costs.

It partly depends how much my training colleague is charging for delivering the workshop. If the client has beaten him down to a very cheap rate, and only wants the workshop once, he can't afford to give away the development for free.

If the client is paying a good daily rate for delivery, or the workshop will run multiple times, he may be able to afford to include the development as part of the package.

But there's a temptation to think "Any work is better than no work, so even though the delivery fee is low I'll still do it, although I can't charge for the development time."

That's all very well until the next opportunity comes along, and we're too busy with unprofitable work to take it.

And we're giving the client the expectation that they can have the high quality product at a knock down price. They expect the same knock down price next time as well!

You probably know where your biggest sales come from. But which customers and products contribute most to your profit?