

Positive Pricing's Legal Pricing Masterclass: Quotes from Recent Attendees

Belinda Coles, Head of Marketing & Business Development - Australia (DLA Piper) - Colin is the leading advisor to professional services firms on pricing best practice. He has supported us extensively on strategic pricing projects. This work includes a comprehensive pricing audit that ultimately produced a detailed and pragmatic set of recommendations for implementation. I highly recommend Colin.

Brian Scheck, Manager of Strategic Pricing & Data Analytics (BakerHostetler) - Colin's Legal Pricing Masterclass provides useful information, insights and strategies which I find myself consciously referencing on a regular basis. From real-world experiences to the behavioral economics of pricing theory and open discussion on new and innovative pricing strategies, every minute is stocked with value.

Eddie Raychaudhuri, Chief Pricing Officer (Simpson, Thacker & Bartlett LLP) - The couple of days spent with Colin had a very high ROI. The materials and takeaways were relatable and directly applicable, and the education was delivered in an efficient, organized, and focused manner.

Frank Lambert, Director of Operations (Steptoe & Johnson PLLC) - Even though I am a novice in the legal pricing area, Colin presented the material in a manner which I was able to follow and provided me with many new ideas to take back to my firm.

Hushman Cott, Chief Strategic Pricing Officer (Covington & Burling LLP) - I have attended a variety of training sessions for legal pricing professionals since 2008. None compares to the Pricing Masterclass. The content in Colin's course extends well beyond the training that one typically receives in a one-day class. Colin's practical approach to addressing some of the most challenging issues in legal pricing is invaluable for any pricing professional. I highly recommend this class for any pricing professional, beginner or advanced.

John Ferko, Chief Operating Officer (Richards, Layton & Finger, P.A.) - Colin's Masterclass (as well as his Pricing Roundtable and advanced pricing workshops) are "must-attend" sessions for anyone serious about pricing legal services -- whether they are a pricing, marketing or finance professional.

Kevin Vaarsi, Director of Pricing & Product Development (Fenwick & West LLP) - Colin's masterclass is a perfect blend of pricing theory and practical application of pricing concepts to the legal industry. His presentation style is engaging and the case studies and exercises really drove home the concepts. Recommend for anyone leading pricing in a legal organization.

Laurence Detiere, Director, Legal Affairs and Knowledge Management (Davies Ward Phillips & Vineberg LLP) - Excellent legal pricing workshop, by far the best I have attended. The workshops are tailored to the legal services sector and provide timely, relevant and practical tools and strategies to improve legal pricing and client relationships, some of which are of immediate application.

Marina Makanova, Firmwide Practice Management Director (Nossaman LLP) - It takes true talent and thorough mastery of the subject matter to make two full days of pricing material exciting. The workshop was informative and empowering. I was so impressed with Colin that our firm asked him to teach an abbreviated version of the masterclass to our partners in Northern and Southern California. Colin set a strong foundation for our Pricing Initiative.

Paul Covey, Managing Director for Strategic Pricing & Analytics (O'Melveny & Myers LLP) - Colin's Pricing Masterclass provides an in-depth and thorough treatment of law firm pricing, combining general pricing theory with concrete practical advice for both implementing a disciplined pricing program within a law firm, as well as negotiating price with firm clients. Colin is an engaging and knowledgeable instructor, and I continue to consult the supporting materials that come with the course. Highly recommended.

Peter Lane Secor, Director of Strategic Pricing & Project Management (Pepper Hamilton LLP) - Colin's Master Pricing Class provided practical strategies to help us win work, analyze pricing risks, and promote value internally and externally. Colin does this by presenting all sides of the equation: clients, partners, back office, and more. We immediately capitalized on what we learned. Thanks Colin, for a fantastic and interactive workshop.

Peter Sawko, Global Business Manager/Coo Banking and Lead Pricing Manager (Linklaters) - Colin's Pricing Masterclass session provides a unique opportunity to cover the subject of Pricing in the legal industry in some detail. The mix of theory and practical examples as well as well thought through scenarios challenges participants to consider how to address and deliver best practice in the field of Pricing. Colin understands the industry and challenges faced, speaks the language and, coupled with his credibility and experience, really does deliver value for money. If there is only one training programme you attend on Pricing, this should be it.

Pier D'Angelo, Chief Pricing & Practice Officer (Allens) - Colin's pricing masterclass is a must do for anyone involved in law firm pricing. The material is concise, focused, thought provoking and practical. Colin brings his deep experience to bear in presenting the content in an engaging and thought-provoking manner. A great way to boost your knowledge and skills in law firm pricing.

Ryan Schlunz, Chief Innovation Officer/Chief Information Officer (Stoel Rives LLP) - Colin is the best in his field. He delivers intelligent and actionable pricing and client value guidance at a time in our industry when we need it most. We put much of what we learned in his Pricing Masterclass into practice immediately. Colin is candid and honest, providing factual pricing and client value information in a direct yet thoughtful manner. I wish we could have him coaching each of our attorneys ahead of every pitch, proposal and value conversation they have with our clients. We have a lot more confidence going into pricing discussions with our attorneys as a result of what we learned in his Pricing Masterclass.

Stuart Dodds, Director of Global Pricing & Legal Project Management (Baker & McKenzie) - Colin is one of the best consultants I have had the pleasure to work with - his grasp of subject matter is second to none, his ability to convey his message is excellent, and he is deservedly recognised as one of the foremost experts in his field.