

# Billing Dilemma - SMPs

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# Foundation for Providing Professional Services

1. Sufficient updated knowledge & skills to serve in self or team – 15% = 7hr/wk.
2. If junior – have a go to expert – commercial arrangement?
3. Wisdom comes with experience – Invest that time [ evenings]
4. **Customer Focus**
  - ✓ Reason – to serve rather than what is in it for me?
  - ✓ Decide how Clients will get attracted to you.
  - ✓ Client is the invitee- we are the hosts- Jeff Bezos; Customer comes 1st
  - ✓ Give respect to earn respect
  - ✓ Deliver more than charged- be the giver – what more I can do?
5. Communicate clearly and in end - value being delivered

# When Clients pays more/ promptly?

- Ease of Access – keen listening experience, friendly, caring
- Prompt response – keeping your word - integrity
- Capability for continued service
- Faster service w/o compromise to quality
- Knowledge & training freebies
- Personal Brand - known for quality – ethics { confidentiality, professional behavior..}
- Known for value addition – profit centre vs cost
- Customer going for IPO, MNCs
- Customised offering/ sharing vs forwards
- Keeping in touch to ensure benefit+ feedback (implemented)

# Some Best Practices

- Listen & Understand the client's business & the issue faced before serving
- Quote in writing - clear scope- coverage/ obligations - addl. Work (on record) –how?
- Quote can contain- other services + branding + payment timeline
- Quote based on estimated involvement + ability to pay + stakes involved
- **Modular Quote ( specific deliverables) vs Lumpsum**
- **Written confirmation**
- Work delivery timelines – imperative; Quality – supervised/ reviewed
- Invoice clarity (link to work)- clause for discount + interest for delay
- Structure to follow up
- Use service software to track, monitor all stages enquiry to follow up post receipt of money

# Overcoming – Resistance/ Safeguarding self

- Be independent while having customer focus/ needs in mind
- 1<sup>st</sup> Level of negotiation- offer more services/ scope rather than reduce
- Be flexible- after all- agreeing to lower fee- strokes the ego- indicates you are not wedded to fees.
- Establish value in initial stages by way of proof-of-concept assignments
- Have a reduced fee for limited period assignment – not free- some cost recovery needs to be there. Clearly state the normal fee.
- In case time required for scope unclear – then only give an estimate with reason for same
- Time based billing where the work is more routine/ mundane
- In case of delay/ stopping payment – genuine case- continue same level of service- continue to bill & clearly state 12% rate of interest for delay.

**THANK YOU**  
**FOR YOUR GENEROUS LISTENING.**  
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*Serve & be served –  
Structure for Value*

