



Value-Based Services



We specialize in guiding services companies through the complex transition from traditional time and materials contracts to more lucrative subscription and value-based contracts. This shift not only provides greater value to customers but also significantly enhances profitability for providers. However, this transition is often fraught with challenges, which is precisely where Creative Intelligence's expertise lies. Our experienced professionals navigate the intricacies of this process, ensuring a smooth and successful transformation.

30%

increase in
profitability when
moving from cost-
plus to value-
based pricing
models

Firms using value-
based pricing models
often see higher
revenue per
employee, higher bill
rates, and shorter
sales cycles due to
clearer ROI alignment

75%

of organizations
rely heavily on
outdated cost-plus
models, which do
not reflect actual
customer value

Our Approach

Goals

- Move away from hourly billing to pricing aligned with outcomes
- Improve margins and scalability
- Differentiate from competitors through value alignment

Objectives

- Assess current pricing structure and delivery model
- Identify services for value-based packaging
- Design and validate new pricing models
- Train teams to sell on value
- Implement phased rollout plan

Phases

Phase 1: Discovery & Opportunity Mapping
Phase 2: Pricing Model Design
Phase 3: Sales & Enablement
Phase 4: Rollout & Pilot

