

HOW TO ATTRACT

HIGHER

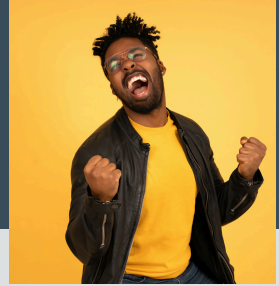
COMPENSATION



**A GUIDE FOR COMPANIES SERVING
THE U.S. MARKET**

CIARA LEWIN

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Hey! I'm Ciara. Let's Attract Abundance

Abundance is in the air and all around us, and I am so excited to have taken the time to utilize my creative power and write down these impactful and possibly life-changing words to help companies who are actively working or seeking to work with U.S. companies.

I have been the humble owner and founder of Elite Precision Consulting, a global business consulting firm, for almost 20 years and I have had the privilege of helping tens of thousands of companies and people around the world achieve their international goals.

When you hear abundance, what is the first thing that comes to mind? Money? Health? Love?

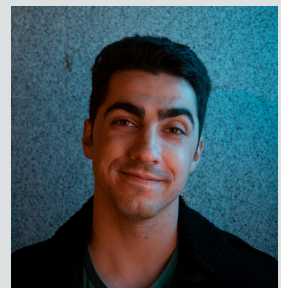
For many, abundance in business first starts with accumulating revenue and funding to further their mission, expand their operations, and ultimately take over the industry they're serving. However, what may fall by the wayside is the mental and spiritual health of the 'conqueror' amid the wealth accumulation. What this e-book will give you is simple: strategies for attracting money but also encompassing the other facets of abundance during and post the materialization phase. Since there are hundreds of markets, sectors and geographical factors that impact the success of attracting higher compensation, spiritual and physical wealth building, we will focus on one geographic region: the United States. For other insights, please visit eliteprecisionconsulting.com to delve into other regions, sectors, and tried and proven techniques to attract the business and personal life you desire. Alright...let's jump into it.

- Ciara

Whose Really To Blame?

Whether you are a 1 man or woman show or the leader of a large organization, it is necessary to understand some fundamental things in attracting the best contract, client, and compensation. Like myself, you may be flooded with various statistics about your industry. For instance how the BPO industry is expected to reach \$390 billion by 2027. Or the US Healthcare market reaching \$6.07 trillion in spending by 2027. How about this one? By 2028, it's projected that the e-commerce industry in the U.S. will reach \$475.2 billion. Wow!! It's crazy when you think about just how much money is out there in the world. But why hasn't it reached your corporate account yet? Why does your PayPal, Stripe or Mobile Money account still seem to reflect a recession? Or better yet why are we still having our teams work day in and day out for them to barely make ends meet with their bills and family needs? Well, the answer is simple:

IT'S BECAUSE OF YOU

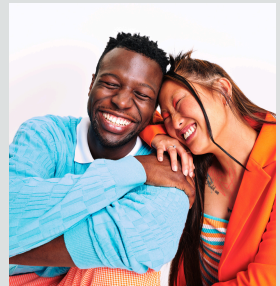
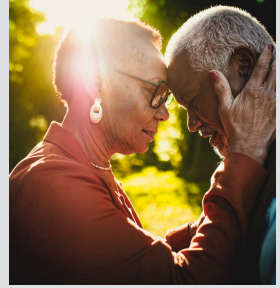


WHOSE REALLY TO BLAME?

Now don't close the book yet...let me explain. Whether you may believe it or not, the reality that you are living in has been created by yourself. By your desires, energy, contrasting experiences, knowledge, mistakes, accomplishments and will. And the great news is that if you are in a place right now where you aren't too thrilled about the contract terms and compensation you're receiving then you at this very moment, have the power to change it. And it's not as hard as you think.

Let's start with a simple exercise to warm up our minds and energies.

*All of those moments
of chaos were meant
for this moment of
Ascension*



Exercise 1: The Perfect Experience

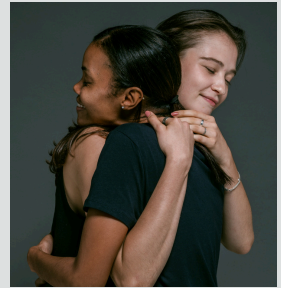
Think about your current position. It may be as an owner, employee, entrepreneur or student. Now let's think about the perfect company that we would want to work with. What do you see? Maybe they are located right near your home or your family's home. Maybe they are a remote company with various offices around the world. Now let's take it further. What is your boss, stakeholder, or decision-maker like? Are they kind-hearted, smiling, and filled with positive energy? Do they reflect true knowledge in your industry and are free to share their insights without making you feel inadequate? Maybe they live hundreds of miles away and love to share their cultural experiences with you and to genuinely hear about your experiences as well.



Now let's think about the day we close the deal. How easy is it for them to say 'yes, let's do it'? Do they come and seek you out ready with their problems for you to solve? Do they already have a full plan in mind and policies and procedures that they were ready to give to you to enhance for the mutual benefit of both parties? Maybe the call only takes 15 minutes to close the deal versus the scheduled hour.

*Let's keep
going*

During the call, perhaps your network and connection and video and share screen are flawless having the perfect reception and responsiveness. Are they thrilled to see your presentation or expression of expertise and honestly excited to begin working with you? Do they say that they would refer you to some of their colleagues in the field who they feel you can also help? Now let's jump into the work phase. Is the training and onboarding seamless, documented in a way that not only you can understand but your team and peers? Is the software they want to integrate one that you've never used but are excited to learn because you can see all of the new features you've never known before and of course use that to benefit other companies in the future?



Perhaps the team that they introduce you too have some similarities to you. One person comes from the same region that you grew up and can relate to the childhood foods and delicacies that you forgot about after so many years of adulting. Or perhaps the executive that is your point person has a similar family situation as you, taking care of their elderly parents while still raising a family and trying to make a name for themselves.

We're not done yet...

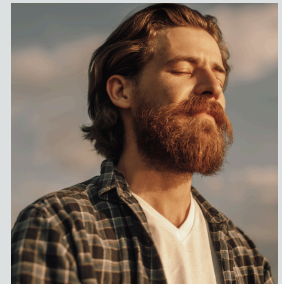
Now imagine how your first day ends. You excited about all of the synergistic conversations you have with your new company members. Eager to delve into your processes and see how to incorporate what they are doing with what you know how to do. Feeling that ahhh moment of relief knowing that this is the type of company you've been dreaming about. Logging off your computer and ready to transition to your personal life but excited to share with your loved ones and friends the great day you had at work. Laying in bed looking up at your ceiling thinking, 'Wow this is really going to be nice working with them'. And then falling asleep knowing that this is what contentment, fulfillment, joy and success feels like.



Now as we emerge from our visualization of the perfect experience, did you notice that there was no mention of how much you would be paid? How much your compensation would be? Why? Because when you find that place of alignment, fulfillment and satisfaction, money is just a small factor not the driving force in your experience. It can essentially become obsolete when all of your other senses are being stimulated, many which have been lying dormant for many years due to unfulfilled business endeavors.



The reason for the previous exercise is that oftentimes when we are focusing so much on the lack of what we have its hard for us to see what we do have, let alone appreciate it. Before we go into the techniques of attracting higher compensation when working with US clients, first we must check what mindset and energy we are in. If we are in a receptive, open and allowing mindset because we've tapped into other areas of abundance and fulfillment then the next part is super easy for us. However if you are still not feeling uplifted, encouraged, hopeful or excited then continue with the previous exercise or take a walk, take a nap or listen to some music to get your mind relaxed and receptive to the next section.



A close-up photograph of a person's hand holding a gold credit card. The person is wearing a dark suit jacket over a white shirt. The background is blurred, focusing attention on the hand and the card. The overall image has a dark, blue-tinted overlay.

What's worth their money?



VALUE. VALUE. VALUE.

The word value seems to be thrown around a lot nowadays. But value is in the eyes of the beholder. What you may see as valuable for business may not be what the US company is seeing. So therefore let's delve into what value looks like for many, not all, US executives and decision-makers.

ADAPT



If you are working as a vendor, partner, employee, or contractor it's important that you understand that your expertise and know-how is easily adaptable to theirs. This means you cannot be so hung up on how YOU do things but rather focus on how they do things and how you can easily integrate with their ways. Now of course as a vendor, you don't want to have to recreate your whole process just to adapt to one client's requirements but you must have enough room for flexibility to adapt to their style of operations.

For instance, if they say that they use a certain communication platform to stay aligned organizationally with all parties then you must ensure you can utilize the same software. If it's new to you, then create a free trial, watch a few tutorials, and become versed in that platform. Even by knowing a few tricks and secrets within a platform they've been using for years, you can show your value to them before the work even begins. Look for those shortcuts that can improve efficiency and reduce frustration. As you find those through Google searches of 'said platform hacks' on the next call or follow-up you can casually ask them if they're using that special feature as you can see its benefits in your communication with them. The key here is that even if they NEVER use that feature after your discussion, your knowledge and keenness to their process is what matters...not the feature itself.

ABILITY

RISK

When you hear risk as it deals with working with a US company, what's the first thing you think about? Be honest? Cybersecurity? Well, that is not what we are talking about...of course, you need to have protocols in place but we're not going to go into detail about that. The risk mitigation we're referring to is the risk of the company losing time, money, momentum in their process and competitive advantage. When they decide that they need to have another resource to handle some function of their company, they want to maintain or even better improve their standing. They don't want to be further behind than before you came into the picture. What this means is that you need to find out what matters to them most. Is it enhancing the speed of a process, increasing revenue, leading the pack in an industry war? If you cannot get this answer from them, then keep digging. Put yourself in the shoes of the owner of the business. What would ultimately make him have a better night's sleep? And if worse comes to worse assume that it's improving efficiency, reducing waste in money and resources and being ahead of their competition. This mindset will allow you to step outside of your normal process of doing things and consider how you can make their company more abundant.

MITIGATION

RISK MITIGATION

You can try this exercise to better help you. Take one area of focus for each call. Don't give them all of the goods upfront. Start with TIME. How can you show that working with you can help them save time? Maybe you will utilize some technology that you have found easily integrates with their current process and thus the output is faster and at the same level of quality. Or maybe you will work varying hours to ensure when they come into work the tasks are done even with a some time to spare. Or consider finding macros, shortcuts, and AI integrations to deliver the same output but faster. Whatever solution you come up with have that as a focus for your discussion. And delve into it until you can see how you will implement it considering any feedback they have given you. Then repeat this for the next call or meeting with a different value-inspired risk mitigation topic. Doing this over the initial meetings with the client will begin to show the value to them and when it's time to discuss compensation you now have some leverage under your belt to negotiate. We will get into negotiations a bit later in the book.

When this term is discussed within organizations some may believe it's about having measures in place to ensure the work or output is up to standards. You'll hear the phrase 'Dotting my i's and crossing my t's'. But what I wish to focus on is not that but the understanding of how the word that has the I and T is formed. Let me explain. When you have a process regardless of what sector you're in, you must understand the very nature, foundation, and essence of said process. What problem is it solving? Innovation is it creating? What advantage is it giving to the organization? Without understanding this you cannot fully understand how to ensure quality of its output. While you're engaging or prospecting clients in the US, be sure you are well versed in the problem as much as you are in the solution.

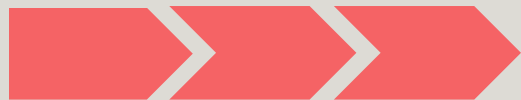
QUALITY ASSURANCE



Let's take Healthcare as an example. The US Healthcare market is estimated to reach \$6.07 trillion in spending by 2027. A major part of this is RCM or revenue cycle management wherein the healthcare professionals are being paid for the work that they provide to the patients. A subsection of RCM is medical coding and billing. If the claim is not coded correctly, then it will not be paid or reimbursed correctly. Let's say that you are offering an RCM service and intended to save money for the client while increasing their probability of accurately paid claims. Before you can be proud of your quality assurance measures, you must understand the full spectrum of that claim process. Why would the insurance company not pay them correctly? Is it because of the misconduct of other healthcare professionals or have they found some other data to support that this type of claim typically should be paid at a different rate? Has the insurance already decided to not pay for these services and if so are you aware of when that decision was made and it's impact for your future client? Taking it a step further, do you have measures or processes in place that can be implemented for your client to ensure that this said service is brought to an alert before the insurance even receives it? Do you have a proactive approach or reactive approach? Simply articulating your 'solutions' is not enough to show true value to a US client whose need is organizational risk prevention and mitigation.

FORWARD THINKING

One of the best areas in which you can show value to the US client and increase the competition factor is by thinking ahead. Very few business leaders are only thinking about the now. Rather they are contemplating where the industry is going, their company and how to be sustainable. If you don't understand the true vision, future vision not just present, of your client then you cannot help them to create it. A few ways to do this prior to signing on the dotted line is by looking at their competitors and market. What are they creating and offering to their target market? An easy way to find this out is simple: Be Nosey.



Follow, contact and engage with their competitors. Find out what new solutions they are offering. Present yourself as an industry expert who is seeking new solutions to whatever problem your client is trying to solve. And then keep clear record of what your findings are from this scavenger hunt. When you are speaking with your prospective client, throw out a FEW not all of the insights you've found and discuss if they are too creating something similar for the market. Explain how you can see the benefits of what these competitors are doing but also the disadvantages considering the current market, trends and trajectory. If this is a bit overwhelming for you to delve into, then scale back a bit and focus on one or two areas to properly understand its impact on your client.

The goal is not to have all of the answers or to appear to be some guru of your industry. But rather to show your client that you are well aware of what is happening in their sector and do not need to have your hands held to bring them up to speed on the conditions impacting their success. This level of knowledge and confidence will quickly be seen and understood and transition into your compensation upon contract signing. If you are truly an expert in your field then you can take it a bit further by already having solutions in your back pocket that will be shared with the client during the initial meetings on how you've already addressed the problem and how you can easily offer such to them effortlessly and without extensive disruption to their existing process.



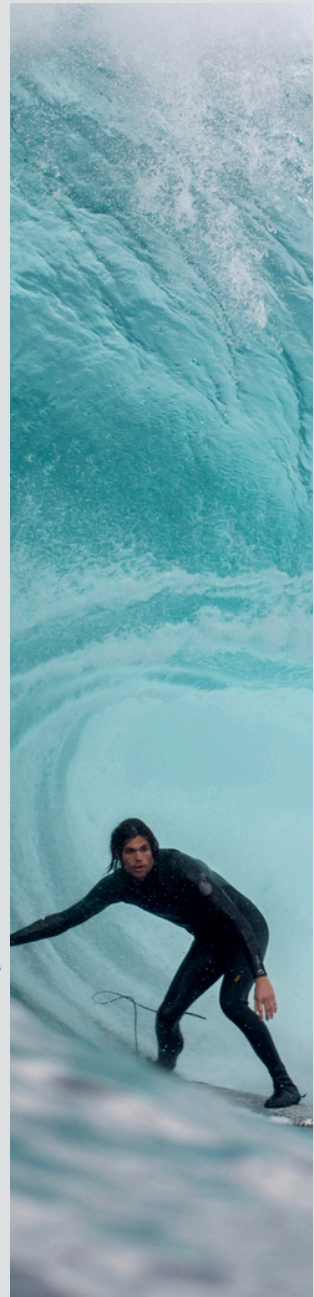
What NOT To Do When Wanting Higher Compensation

WHAT TO AVOID

After you have taken the time to understand what value means to the Client, have researched what could disrupt their company and have a good idea on how to help them maintain sustainability now it's time to start talking numbers. There are a few things to keep in mind when you are ready to discuss compensation for your services.



Let's ride the wave of a
New Thought





Experience is not the same as expertise. You can have experience as far as years in a field but still lack the expertise in it. How you may wonder? Well it's simple.... You've spent most of your time working with a company that wasn't focused on forward-thinking. Therefore you did not get the exposure of what is happening in the market because you were siloed with the current conditions of your company. This happens most often than you may think and how that translates to your client is that you're viewed as someone from the Stone Age.

You have on paper the experience but your work is still stuck in the 2000s or 2010s or even 2020s. How to overcome this is by getting back in the game of your sector. Following industry and thought leaders and seeing how they've been innovative in your field. Reading articles that discuss what new products or services your industry competitors are doing. Or attending seminars and conferences even online that speak to what is happening. But don't stop there, engaging with these leaders is even more important. Picking their brain a bit and having open minded conversations with other experts like you. These simple tricks can help you to reflect expertise rather than be satisfied with the fact you have 'years under your belt'.



Having this level of expertise can seamlessly be translated to money and the contract is a great place to execute that. Here are a few things to try and avoid when you're ready to draft up the terms.

Long term Contracts

When you trap yourself in a long-term contract there is less room for negotiation increase or revisiting the terms. Focus on value month by month versus locking in a yearly or multi-year contract. If you must have a long term contract that's annual stay tuned to how you can still increase compensation without changing the contract terms.

As an employee we all know that when your value, quality, or output is down so is the idea of increasing your pay. Likewise, when an organization is seeing a decline in profits, whether it's due to market volatility or operational mismanagement, asking for an increase or high compensation should be avoided unless you have the magic sauce. That magic sauce should be directly linked to how you can turn things around and quantify your work against their profit margin.

Bad Timing

Ignoring the Air

If an executive is ecstatic about your work, you'd think that is the best time to ask for high compensation or a pay increase... but you could be wrong. Reading the air means interpreting executive expectations, market, and company landscape and adjusting accordingly. Let's use an example.

You performed a pilot or trial run of the services you would offer. The client is very intrigued with what you presented and is eager to move forward to have you implement it. You may be excited as well and have in mind a high compensation for executing said project. Yet the goal is longevity, sustainability and continual increase. The executive may be excited because your solution solves their 'today' problem. But what happens once that problem is solved, where does that leave you and your money? Consider having a tiered approach wherein you solve one problem today with a decent fair compensation and then the next solution you offer will have a slightly higher compensation. The key is to seamlessly interlink the two solutions so that they can't live with one and not the other.

For those who have already begun working with a client and you feel that you have been low-balled, undercut or maybe taken advantage of, consider these thoughts.



INCONSISTENCIES

Take an honest assessment of the work that you have done. Don't think about the work from the perspective of yourself, but rather of the client. How many times in the past 90 days have you failed to meet a deadline or deliverable? Don't think about WHY it happened. Consider the fact that it did and it was not prevented by yourself or company. We know there will always be multiple factors as it deals with projects but the reason the client is paying you is because you're to be providing such a high level solution and expertise that you should see the problems coming and have a solution to prevent that. This is what true quality and time management is about. If you failed to deliver or even required the client to pick up some of your slack, then that memory can still be active in the mind of the executive. Focus on being consistent with your deliverables and do so for at least 90 days. Having that level of consistency will be easier to translate into a conversation about higher compensation. No one likes fluctuations and so try to keep your highs and lows to a minimum... steady, reliable growth is the name of the game.

Not being clear about what value you will bring or have brought to date can make it hard for an executive to justify a higher pay... spell it out in simple terms. Keep track of the current state of a company so that as you are working with them you can easily see how your involvement positively impacted their process and organization. This level of record-keeping doesn't have to be difficult. It can be a messy version of screenshots, graphs, reports and emails that you've kept and at a later date when you want to analyze it, you can see the progression of your work and articulate your value to the client with data and facts in a polished presentation. It is never a good idea to request a high compensation whether at the beginning of engagement or in the middle when you cannot show your value or positive impact for their organization.

AMBIGUITY



A hand holding a fountain pen is positioned over a contract document. The document is open and shows several lines of text, with some fields labeled 'Client Name' and 'Contract Value'. The background is a blurred office setting with a desk and a lamp. The overall tone is professional and focused on business negotiations.

Negotiating Your Contract



One size doesn't fit all.

Having a standard contract can result in missed opportunities for more favorable terms for your company.

Understanding the scope and outlining that scope along with constraints, exclusions and projected outcomes can go a long way when it's time to renegotiate. When you are drafting your contracts, are you seeing yourself from multiple perspectives?

Can you see how your involvement will impact the CEO, the individual whose focus 9 times out of 10 is steady growth, profitability and sustainability? Are you looking through the eyes of the CFO who is a numbers guy or gal and is fixated on profit margins against the output of your company? Are you considering the executive who will be working directly with you and how their day to day tasks will be affected by your involvement? And what about the teammates who will be collaborating with you? Can you envision how you will be affecting them and collectively helping the company reach the next level of success? By thinking about all of these players you can have a better business relationship that is benefiting from multiple levels of organization and thus can be directly linked to your compensation.

Who's Your Voice of Value?

Whose voice is declaring your value to the client? The meeting for contract negotiation is by far the most important discussion to be had. The person who is responsible for gently packaging your value to the client and presenting it with a nice bow can either make or break the deal. When you are speaking with the client about value and money, your representative needs to be well-versed in both your operations and theirs. Their active listening skills should be on high alert since many times the client will state facts about their business that can directly impact the services you are giving. There could be one sentence that alludes to their future plans next quarter that could open up more business opportunities for you. They may mention a prior engagement wherein the results were not as expected and your negotiator needs to be able to acknowledge that without overpromising so that you will not make the same mistakes. They must have it in mind how that problem will be prevented with your current process. Then they must link that process and expected outcome to compensation. This can be done by following the 75% Rule.



Ciara of Elite Precision Consulting

How To Attract Higher Compensation

The 75% Rule

The 75% Rule is simple... well only if you really know your own process. This rule will help you to be paid more without working more.

This is how it works.

Start off giving 75% of yourself

As you outline the scope of work for your client internally, think about how you will achieve the result and how quickly you will do so.

Then consider the industry standard, which you can Google if you don't know. Typically, how long does it take to deliver what you are delivering?

Then take the requirements of the client and how soon they expect the solution to be provided.

Now with all of this data, you should have 3 numbers that are of importance. 1 timeframe for yourself to complete the task. 1 timeframe from the client based on their expectation. And 1 timeframe from industry based on your research. Your number should be 25% higher than the client expectation and industry. If it is not then you need to do some streamlining, technology integration or move some resources around to achieve this. Once you have achieved this 25% gap you will commit to the client that you will deliver to their expectation however if you exceed that expectation, then additional monetary incentive will be applied. As you execute this real time you do not from Day 1 start producing your max output. Rather you slowly increase your output over time so as not to alert or alarm your client of your internal processes.

Data Entry Project

In this project the client is paying per line item. They have agreed to pay \$0.10 per completed line with a quality accuracy of 98% or higher. If the quality drops below 98% then the client will not pay for that line item.

Note: It's always a good idea to incorporate quality into output for the contract because it focuses your attention and helps the client know that you are committed to doing a good job not just a quick job.

Party	Output	
Client Expectation	70 lines per hour	What they have told you from prior meetings or via email
Industry Expectation	65 lines per hour	Based on your research online or from competitors
Your Verified Output	100 lines per hour	Based on internal measures, working smarter and not harder and being a true expert in the task
Contract Commitment	75 lines per hour	This will already excite the client since they are only expecting 70 lines and you have shown them through research that in the industry it's acceptable to have 65 lines. So even achieving 75 lines is a reach in the Client's mind and they will see value in that commitment.

Wait we're not done...

More Money Less Talk

Now it's time to incorporate your incentive scheme into the contract. The goal is to increase compensation without having to renegotiate the contract.

Terms: For all 100% accurate entries that is greater than 75 lines you will receive an added monetary incentive of \$0.02 per line. This is in addition to the \$0.10. Since the client may have never seen this done, it may not be a hot topic since it appears 'impossible'.

This is how you roll it out for your operational process.

Workdays	Output	
1-15	75 lines per hour	Start off strong, confident and per the contractual agreement
16-30	80 lines per hour	Slowly start to increase the work output not to exceed 80 lines per hour
31-50	80 lines per hour	Maintain your output, don't reduce or increase. Be consistent and attentive daily on what you are delivering
51-60	85 lines per hour	Slowly start to increase the work output not to exceed 85 lines per hour

Repeat until you have reached your max output that you can safely maintain. Do not increase too fast. The key is consistency. By the time you reach 100 lines per hour, your management team should have found new ways to further increase productivity in hopes of reaching greater than 100. That is when you begin to roll out an enhanced billable service in addition to the current process for your client.

Conclusion

Attracting higher compensation does not mean stressing yourself to death and pressuring your team. It does however mean that you can be aligned, work smarter and be more diligent in your service offerings so that value can be evident in the eyes of your client. For more assistance in negotiating contracts, understanding your market or if you need support with articulating value to your clients, contact eliteprecisionconsulting.com and request some time to speak with Ciara.

Check out more resources on attracting global clients, industry focused insights and alignment with your team and self.



There's no such
thing as
Scarcity



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Manifesting Business Serenity