HR CONSULTANCY LAUNCH PROGRAMME · SET YOUR PRICING

Pricing model builder

Compare the three models and build three retainer tiers plus a day-rate floor.

01 Pick your primary model

Most consultancies lead with one and offer the others alongside it.

Retainer, project, or day rate as your main model, and why?

02 Build three retainer tiers

Anchor each to a concrete measure and list what it includes and excludes.

Tier 1 (e.g. up to 15 staff): what it includes, and the monthly fee?

Tier 2 (e.g. 15–40 staff): what it includes, and the monthly fee?

Tier 3 (e.g. 40+ staff): what it includes, and the monthly fee?

What sits outside every tier, charged separately?

03 Set your day-rate floor

Below this, the work does not pay once CPD, insurance and admin are counted.

Your lowest defensible day rate, and how you worked it out?

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