Building Real Value

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ATA MARINE FABRICATORS CONFERENCE

A Stronger Industry Starts With Us

- This Is Bigger Than Just Your Shop
- Shared Standards Strengthen the Trade
- My Goal Today – Challenge your thinking
- What I Hope You Leave With – Confidence







Not everyone shows up

- You Made it here
- Veterans in the room - This talk isn’t for you (but maybe it is?)
- Don’t be “That Guy”
- I’ve been “That Guy”







Fear Runs Pricing

- Fear of loosing the Job
- Fear of Customers Reaction
- Fear of being “Too Expensive”
- Fear of the Dock Talk
- Fear of Your own Wallett
- Veterans Challenge







Confidence Is the Secret

- You Are the Problem — Confidence, Not Competitors
- Say It With a Straight Face
- Stop Explaining the Cost
- Sell the Value, Not the Price
- Be the Most Expensive
- Own Your Number







Double It Before You Quit

- Chris Was Ready to Quit
- Same Products, Less Than Half the Price
- What Do You Have to Lose?
- Fear of Charging More
- Just Try It







Bottom Feeders Filter Themselves

- Don’t Race to the Bottom - You Might Win (Clint Halladay)
- Price Is a Filter
- Busy ≠ Profitable — Protect Your Time
- No Means No & High Expectations
- Know When to Walk Away







Price for the Shop You Want

- Charge Like You Have Overhead
- Charge Like You Have Employees
- Price for Where You’re Going — Not Where You Are
- The Most Successful Shops Figured This Out Early







Wages, Talent, and Skilled Labor

- You’re Competing With Other Trades — Not Just Other Shops
- A Skilled Sewer Is a Skilled Tradesperson
- Consider the cost
- You Can’t Grow If You Can’t Pay
- Veterans Challenge







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You’re Selling Confidence

- Customers Aren’t Just Paying for Materials
- Don’t Just Sell What It Is — Sell What It Does
- Own the Outcome
- This Is the Path to Long-Term Success
- Higher Pricing Makes Higher Service Possible







Raise the Bar Lead the Way

- Self Reflection
- Confidence is king
- You’re not just building products. You’re building a business.
- Price like your work matters — because it does.







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