

# Selling High-Ticket.

Transforming studios to win in a changing industry

## Length

3x 2 Day Workshop a 6-8h  
+ 6 Month Coaching

## Preparation

Preliminary studio audit with stakeholders

## Requirements

- Willingness to change/innovate
- Registered firm
- Revenue above €500K

## Participants

Decision Makers & Key Personal

## Pricing

On request

## Contact

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## Marko Pfann

A designer turned business coach, changing the way creatives sell themselves.

I simplify sales, marketing, and business for creative studio owners so they can take action winning dream clients and changing the world.



This program is transformation focused. To cope with the changing creative industry, I want you to learn the ideas, concepts, and insights that help you to find a more natural way to win in our industry. I'll provide you with the tools and insights you need to thrive long-term. I want you to find your sweet spot, and I'll help you to delegate your workload. This way, you can focus on what you love doing while making sure your company works like a clockwork. We'll transform your studio or agency from a vendor to a renown expert in the field. The company clients come to when they have a significant problem to be solved. We'll end this session by discussing how you can build value for a possible future exit by implementing simple processes and infrastructures into your studio; so you COULD sell your studio for a profit IF you ever wanted to.

## In 6 Workshops, we'll cover

### 01. Dream-Client Sprint.

How to win (dream-clients) in the creative industry

Business Model, Value & Innovation, Positioning, Organic Outreach

### 02. Better Budgets

How you should sell what you love doing

Services vs. Offers, Value-based pricing, Strat. Partnerships, Winning Proposals

### 03. Selling High-Ticket

How you earn the trust to sell

Get Meetings, Sell & Negotiate, TRUST, Authenticity & Copywriting, Pitches & Presentations, Selling Internationally

### 04. Creative Freedom

How to do what you want to do

Exit Thinking - build a studio worth selling, Recruiting & Delegation, Infrastructure, Digital Transformation

### 05. Client Magnets

How to escape the feast-or-famine cycle

IP-Development, Brand-Direct vs. Agency Business, PR & Publicity

### 06. Marketing Automation

How to market and scale without selling out

Marketing Plan, Organic Marketing, Paid Marketing, Selling Strategy & Marketing

## Here's what we'll do

In 3x two day workshops, I'll teach you the basics and help you to align it to your unique situation. We'll position your studio, learn how to get better deals, and have a steady flow of qualified clients. We'll work on your studio structures and build deep expertise in your studio through IP developments. Lastly, we'll talk about scaling your company, and if that's what you need doing. In weekly coaching calls, I help you to implement our findings in a way that aligns with your way of doing things.

## This workshop is for you if:

- You want to build value in your company and think about a profitable, future exit.
- You want to compete against industry heavyweights without breaking a sweat.
- You want to save time and money while innovating your studio.
- You want to be seen as an innovating expert in your particular field.

## Your benefits

- Clarity – Get a new perspective and build a solid foundation for your communication, marketing, and business strategy.
- Confidence – Regain time, freedom, and peace of mind. Know your unique selling points and become trusted with better budgets
- Authority – Become the "go-to place," and compete against industry heavyweights, without breaking a sweat.

Next: If you believe this is a fit or if you're curious, get in touch.