# Pricing Confidence

## **6 confidence boosters** for making your pricing decisions

Once you've gathered the evidence to inform how you price, it's important to acknowledge that emotions also play a role.

Here's our checklist to **super-charge your confidence** in making pricing decisions and preparing to discuss pricing with customers.

1. **Remove the guesswork**
   Remember the evidence you've gathered from previous customers, from customer research, your understanding of value and price experiments.

2. **Trust the value you deliver**
   You are selling something that others find valuable so do what you can to understand why and quantify the benefits on offer (financial, emotional, social).

3. **Get comfortable with your prices**
   Practise until you (and the team) are comfortable articulating your prices. You have *every* right to speak confidently about your pricing.

4. **Be prepared**
   Anticipate all the ways a pricing conversation might play out with a customer and plan how you will handle each potential pushback or price objection.

5. **Remain in control**
   Don't feel pressured into making on-the-spot pricing decisions or giving deep discounts. Use the evidence you've gathered to inform both.

6. **Keep experimenting**
   Take baby steps if you need to. Even small changes and simple price experiments can have a transformational impact on your business.