

# 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 speaking about price

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 be pressured in the moment to make on-the-spot pricing decisions or give unplanned discounts. Know when to pause the conversation.

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.

