

Pricing Boost:

Get Paid Well For Your Excellence

ON THE SCALING UP! H2O PODCAST

Casey Brown, founder of Boost Pricing, joins the Scaling UP! H2O Podcast to share practical tips and strategies for helping organizations get paid what they're worth.

Are you struggling with confidently pricing your products and services? Do you fear presenting proposals to clients and dealing with objections? Are you unsure how to have effective conversations around price increases?

If these questions sound familiar, you're going to love the upcoming podcast episode with [Casey Brown](#), founder of [Boost Pricing](#), airing on May 10, 2024. In this episode, Casey shares invaluable insights on how to elevate your pricing game and communicate your value effectively to customers.

Sales is challenging, and as someone who's been in the industry, you know how tough it can be. There's pressure to be personable, negotiate well, and ask the right questions, yet proposals still get rejected. So, how do you get paid well for your company's superior products and services?

In this episode, Casey provides **practical tips, strategies, and tactics to boost your pricing confidence and navigate price negotiations successfully**. Learn how to deal with customers who focus solely on price and how to differentiate your value proposition effectively.

“Dogs and prospects can smell fear.”

SCALE UP YOUR KNOWLEDGE

Casey emphasizes the importance of handling client objections well, sharing, “The best answer to an objection isn't an answer at all, it's a question. I think questions are a salesperson's superpower and they are largely underused in the price portion and the negotiation process.” She goes on to say, “The root of confidence is value. You need to truly understand how your products and services are of value to your customer.”

By tuning in, you'll gain insights on:

- Approaching conversations about pricing with confidence and clarity.
- Understanding when and how to offer tiered packages to customers.
- Communicating the value of your offerings to clients to justify your prices.
- Navigating tricky situations like price match requests and objections.

Casey's wisdom on pricing and negotiation will empower you to become more confident in your sales approach. Don't miss out on this educational discussion! You can visit scalinguph2o.com/363 anytime after **May 10th** to hear the full interview.

ABOUT THE SCALING UP! H2O PODCAST

We believe in providing FREE and easily accessible educational content for professionals working in the best industry in the world, industrial water treatment. Because of that shared passion, we air weekly podcast episodes, share daily digital content, and built a library of courses specifically for water professionals. For more information on Scaling UP! H2O and to hear episodes, visit scalinguph2o.com