



JANENE LISTON

CERTIFIED PRICING PROFESSIONAL

the PricingLady

JANENE'S MOST POPULAR MEDIA TOPICS

PROFIT EQUALS GROWTH, NOT GREED

Do you believe a profit mindset makes you greedy? Wrong, it makes you smart! A profit mindset is essential to your business' ability to grow and to thrive.

Audience value add: Stop sabotaging your best pricing efforts. Learn ways to build and integrate a profit mindset into your business. Caution: for savvy entrepreneurs only!

STOP WHISPERING, START SHOUTING

Claim your worth, discuss price the right way. Entrepreneurs often shyly sit back wishing for customers who'll buy without discussing price. Wishing isn't a strategy, being prepared is.

Audience value add: Get ready to answer the 2 most asked questions. Feel empowered by, not afraid of price discussions. Own your value. Shout it from the rooftops.

PSSST! PRICING SECRETS

How do your prices "speak" to customers? Stop wasting time worrying about the right price. Focus on what the prices you set, can do.

Audience value add: Discover how your prices influence perceptions. Understand pricing psychology and simple tactics you can use. Dare to do it better than the rest.

THE PRICING PRESCRIPTION

Stop for a moment, think about the pain you feel when setting prices. It comes from not knowing what to do. Your prescription - pricing systems.

Audience value add: Ease the pain using simple pricing systems. Learn how they help and build ones fit for your business. Next time don't struggle, just price it!

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ABOUT JANENE

Worrying about what & how to charge customers costs - your time, energy and money. Clients hire Janene to help them have a profitable business they love. Together we build the right mindset, develop your pricing skills, & help you feel more confident in communication. Her passion for pricing is contagious. Janene is a Certified Pricing Professional, an entrepreneur and a European Public Speaking Champion. She believes we each possess the wisdom we need to thrive in life. Sometimes, we can use a little help tapping into it. This led her to "pack up" her pricing experience, step out of the corporate and into the entrepreneurial world.

TESTIMONIALS

"I KNEW that's who could help me - she delivers the whole package. Janene has a gift to open doors for people who want to improve."

-Fanna Kong, Founder & CEO, Sino-Swiss Business Center

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"Janene, who really is the Pricing Lady, did an amazing job delivering something, which could be seen as boring but necessary, interesting. It left me pumped up!"

-Monika Mueller, Owner Signature Five Image Consultant