



JANENE LISTON

THE PRICING LADY

EUROPE'S MOST-TRUSTED SMALL BUSINESS PRICING EXPERT



AS SEEN ON:



POPULAR SPEAKING TOPICS

PROFIT EQUALS GROWTH, NOT GREED

Building a Profitable Business While Serving Your Higher Purpose

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. For savvy entrepreneurs only!

STOP WHISPERING, START SHOUTING

How To Talk About What You Charge & Be Comfortable Doing So

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.

PRICING SECRETS EXPOSED!

The Psychology of What Your Prices Are Really Saying

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

Understand What Customers Really Value & Have the Courage to Charge for It

If you don't understand what customers value, you'll never set the right price. How can you when price is only relevant in the context of value. To stop your pricing pain the Pricing Lady prescribes...value pricing.

Audience value add: Learn 4 ways to extract the value that'll help you set and communicate prices you have the courage to stand behind.

WHAT ORGANIZERS HAVE TO SAY...

"I'm always looking for speakers who can "handle the stage". Janene does that with grace, humour and professionalism. And, professionalism starts a long way before the event."
~
Tulia Lopes, Founder, Speak Up & Lead Academy

"Not only can I recommend Janene as THE PRICING SPECIALIST, but she's an excellent speaker, with an ability to convey her message in a structured and understandable way."
~
Markus Fischer, Startup Academy Basel

"Janene possesses a great deal of knowledge about pricing management, pricing strategy, and several related fields; she is well known as an expert and a leader within the pricing discipline."
~
Kevin Mitchell, CEO Professional Pricing Society



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Janene is a Certified Pricing Professional, an entrepreneur and a European Public Speaking Champion with 20 years experience in marketing and pricing.

She's been a speaker at conferences, seminars, in organizations & clubs as well as a guest on radio and podcast shows from across the globe. She covers topics like price setting, pricing communication, & pricing psychology, helping small businesses build pricing knowledge, strategies & skills.

She teaches business owners how to set the right prices & close more deals.