

Heart & Hustle Blueprint

Navigating Pricing Conversations with Confidence

The goal isn't to win every customer. The goal is to earn the trust of the right ones.

A Different Way to Think About Questions

Sometimes people simply need a little more information before they're comfortable moving forward. Questions aren't something to fear—they're an opportunity to understand what's most important to your customer.

Four Heart & Hustle Principles

Listen First

Don't rush to answer. Understand what they're really asking.

Focus on Value

Talk about the outcome your customer receives—not just the work you perform.

Offer Options

If appropriate, discuss different service levels instead of immediately lowering your price.

Stay True to Your Business

Not every customer is the right customer. A healthy business serves people well while remaining sustainable.

Common Conversations

"I wasn't expecting it to cost that much."

Suggested Response

"I completely understand. Most people are comparing the price before they've had a chance to see everything that's included. Would it help if I walked you through exactly what you'll receive?"

"Can you lower your price?"

Suggested Response

"I'd love to see if there's a way we can make this work. Rather than reducing the quality of the service, we may be able to adjust the scope so it better fits your budget."

"I'm going to think about it."

Suggested Response

"Absolutely. This is an important decision, and I want you to feel comfortable with it. If any questions come up while you're thinking it over, I'm happy to help."

"I found someone cheaper."

Suggested Response

"Price is certainly one factor to consider. I always encourage people to choose the provider they feel most confident trusting. If you'd like, I'm happy to explain the differences in what's included."

Reflection

Which pricing conversation makes you the most uncomfortable?

Why do you think it feels challenging?

How could you respond with confidence while staying true to your values?

Heart & Hustle Reminder

You are never trying to convince someone to buy. You are helping them decide whether your service is the right fit.

Stephanie Sherouse

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