

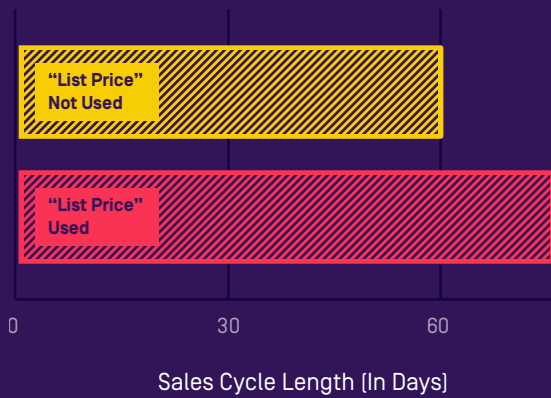
Pricing conversations make or break your deals. We analyzed over **over 519,000 call recordings** with AI to understand how the best salespeople in the world handle pricing discussions.

10 Golden Rules of Pricing Conversations



1. DON'T SAY "LIST PRICE"

Sales cycles lengthen by 19% when sales reps say "list price", "typical price", or "standard price" to a buyer at any point in a deal.



2. USE "APPROVED PRICING" INSTEAD

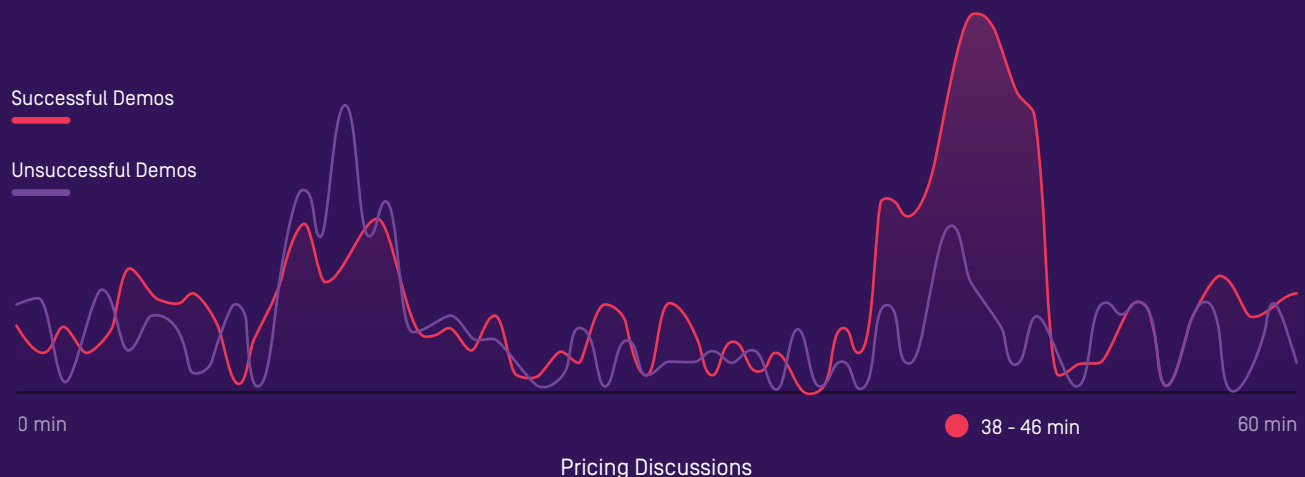
When you say "approved pricing," it implies that someone else has the final say on pricing and pricing concessions are scrutinized.

"Our Approved Price is..."



3. ESTABLISH VALUE BEFORE PRICING

Successful reps talk price later in their calls after value has been established with the prospect.



4. ANSWER WITH FEWER WORDS

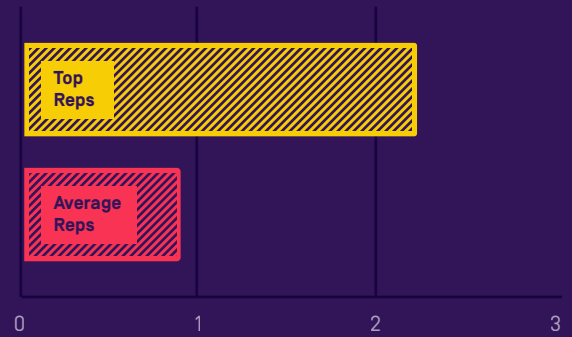
When you overexplain your pricing, it signals that you're insecure about it or don't fully believe the pricing is justified.



Words Used to Answer "What's Your Pricing?"

5. PAUSE AFTER PRICING

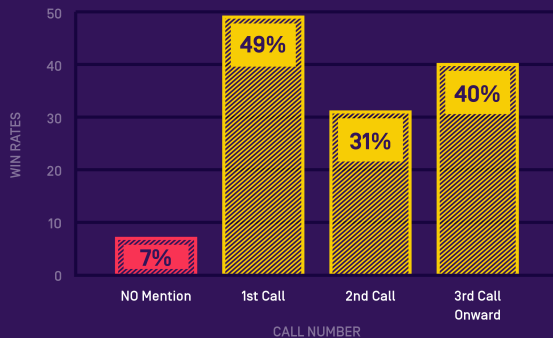
Top sellers pause for 2.1 seconds after stating their price. It signals rock-solid confidence in their pricing.



Time Paused After Talking Pricing (seconds)

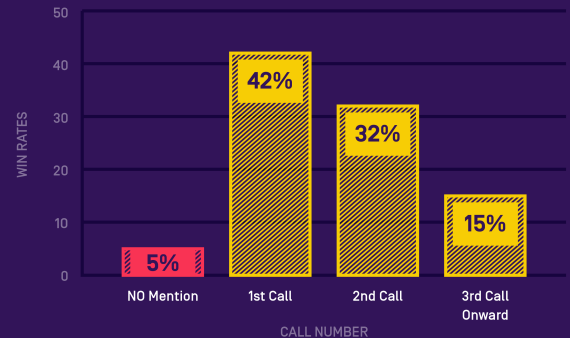
6. DISCUSS BUDGET ON THE FIRST CALL

It feels counterintuitive, but win rates are highest when you discuss budget on the first call.



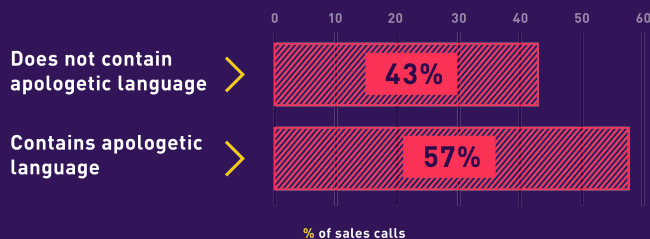
7. TALK PRICING EARLY TOO

Same goes for pricing... win rates drop significantly if you wait. Bring it up during the first call.



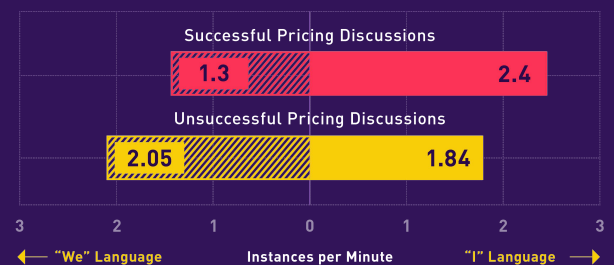
8. USE APOLOGIES STRATEGICALLY

Don't apologize when you name your price. Do apologize when you can't accept their counter offer. "I'm sorry, I want to offer you that number, but that discount just isn't doable."



9. AVOID "WE" DURING NEGOTIATIONS

Don't refer to your company as "we" when negotiating. It's impersonal. Say "I" to force the buyer to negotiate with a person, which is tougher for them.



10. DON'T NEGOTIATE BY EMAIL

You can email pricing, **just don't negotiate there.** Use phone or video so your negotiations are more personal and you maintain power.



Bonus

Feeling daunted by that last one? This email template will kick pricing conversations out of your inbox and get buyers where you want them (on the phone).



Hi **[PROSPECTNAME]**,

Totally get where you're coming from. Let's hop on a quick call to align pricing with your budget plus answer any questions. I'm sure we can knock this out in 7-9 minutes tops.

Does tomorrow at 4 PM PT work?

[EMAILSIGNATURE]

WHY THIS WORKS

Totally get where you're coming from **[validated their objection/concern]**. Let's hop on a quick call to align pricing with your budget plus answer any questions **[Reframe that it's in their best interest to discuss live]**. I'm sure we can knock this out in 7-9 minutes tops **[confirms small time investment.]**

Does tomorrow at 4 PM PT work? **[Specific CTA makes it easy to say yes]**

ONLY IF YOU WANT MORE...

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