

Casey Brown - Introduction

FEARLESS PRICING: HOW TO COMMAND THE PRICES YOU DESERVE

Do you price from fear or from confidence? Do you price to win business, or do you price just not to lose? Even with a perfect pricing strategy, margins can shrink due to out-of-control discounting and fear-based pricing.

To help guide you through the fear and complexity of better pricing, I'm very pleased to welcome **Casey Brown** to the stage.

Casey is a self-proclaimed pricing geek and the founder of **Boost Pricing**, a firm that helps companies sell at higher prices. Her passion is to help leaders, entrepreneurs, and sellers **command the prices they deserve**.

With degrees in **Chemical Engineering, Spanish, and Business**, along with career experience in **engineering, Six Sigma, and pricing strategy** for multiple Fortune 500 companies, Casey brings unmatched expertise to help audiences discover their true pricing power—and watch their profits rise as a result.

Her **2015 TED talk** has nearly **4 million views** to date.

Did you know that the biggest obstacle to pricing success isn't competition, customers, insufficient business knowledge, or a lack of sophisticated cost and pricing analysis? Today, **Casey will demystify the real cause of underpricing** and launch you on a path to improving pricing, dramatically increasing profits, and growing sales.

Please join me in welcoming pricing expert Casey Brown!