

**Rodney Washington**  
**“Creative Marketing Strategist**  
<http://www.EyeOnMarketingSuccess.com>

**Speaker Outline**

**Talk Title:**

*How To Raise Your Rates & Get Paid What Your Worth, with Rodney Washington  
A Proven Approach to Having A Sale Conversation that’s not “Salesy!”*

**Talk Description:**

**Are you tired of working harder to find new clients while getting paid less? Do you hate talking money to prospects? Are stumped by what to say next when a client balks at your price? Do you wish you could find a way to quote your rate and get it without the prospect batting an eye? Do want a proven way to attract referral partners that will gladly do the pre-selling for you?**

If you’re like most heart-centered creative entrepreneurs, you can relate to these questions. Mastering the art of the sales conversation is often the most challenging part of operating a business for creative professionals. Why? Because creative professionals tend to take for granted the gifts that come naturally to them. When you take your offering for granted it’s difficult to ask your prospect for the money you desire to continue providing that gift.

Having the ability to have the “money talk” with your prospect without sounding pushy or salesy is the number skill that every self employed individual should have especially in these challenging economic times. Having this skill will do magical things for your business and your sales results. It’s a proven approach that works really well for talented coaches, trainers and creative service professionals who have a hard time being salespeople.

**Join Rodney Washington, Creative Marketing Strategist and author of the book: *Eye On Marketing: 41 Days From Struggle and Confusion to Clarity & Profits*, and discover:**

- How to know with laser clarity what your ideal prospect wants
- Painful sales conversation mistakes you’re making right now and how to avoid them
- How to craft your message that makes prospects want to work with you.
- The secret to effective communication with your prospect(s) so they eagerly anticipate your offer
- Simple ways to keep yourself out of sales mode and ensure partnership from the start
- How to say no to a prospect without being offensive or insensitive. And how to know when it’s time to walk away.
- How to develop a money conversation script customized to your business and your clientele that’s revealing and fun!

**To book Rodney Washington to present this topic, visit <http://www.EyeOnMarketingSuccess.com>, and go to our Hire Rodney Now page and select the "Having Rodney Speak At Your Next Conference or Event" option when writing to us. You will also find our phone number in case you need to call us.**