

FLAGSHIP KEYNOTE · 45 MINUTES · IN PERSON OR VIRTUAL

## The Price of Influence: Why Ideas Get Ignored & How to Win the Yes

Smart people get ignored every day - not because their ideas are wrong, but because they've mispriced them. In this keynote, based on her book *The Price of Influence*, Claire shows that influence isn't persuasion, luck, or charm - it's an economic exchange. Your idea is the product. The people you need a yes from are your buyers.

Drawing on two decades pricing the invisible - foreign exchange, telecoms, insurance - she walks audiences through the same disciplined steps pricing professionals use: identify the real buyer, uncover what they actually value, and position your idea so that yes becomes the obvious choice.



### WHO IT'S FOR

Leaders, analysts, and professionals in data-driven organisations who need to influence across teams and hierarchies - often without direct authority. Ideal for roles in pricing, strategy, analytics, finance, or product, where success depends on others buying into ideas and recommendations.

### WHAT TO EXPECT

- 01 A practical, repeatable process for winning the yes - without authority.
- 02 How to translate ideas into value propositions your buyers care about.
- 03 How to communicate so your message lands and drives action.

*"Claire was an impactful and succinct speaker who made her ideas land clearly. I liked how she structured her talk around three key lessons, each brought to life with relatable stories and examples. A genuinely thought-provoking session."*

**Tim Stout** · Head of Growth & Innovation, Consumer Intelligence, UK

*"I'm learning from every interaction with Claire — even her Saturday morning reminders are smart and impactful. Since attending her workshop, I've been taking much more time to build my agenda, consciously threading my story and simplifying my messages. The regular reminders of her lessons have helped ensure these new habits stick."*

**Andy O'Brien** · Pricing Director, EPIC Conjoint, Ireland

### ABOUT CLAIRE

Claire Wang is an international pricing strategist who has spent two decades pricing the invisible - foreign exchange, telecoms, insurance - across three continents. She had to learn the hard way how to walk into a room of senior executives and walk out with her ideas endorsed - and turned what she learned into her first book, *The Price of Influence*. Based in France, working worldwide.