

Action Guide

409: Take the guessing out of B2B SaaS pricing

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Application Questions

1. What pricing strategy does your organization use?
2. Can you answer the 5Q questions? If not, what do you need to do to find the answers?
 1. Why are you creating this pricing?
 2. Who is the customer you want to win?
 3. What is the offer mix?
 4. How much should you charge for this?
 5. Which parts of pricing are working and which parts are not working?



Actions to Take

What to Do Now

- Consider the *purpose* in your pricing. What value do you need to capture in your pricing?
- Identify which customers you want to reach and whether you need different pricing strategies for different segments.

What to Do Soon

- Think of ways to reframe the product's value and pricing. Consider comparing the price to something more expensive.
- Determine whether a good, better, best model is the right choice for your organization, or if you need to explore other options like Core and More.