



PRICING PACT

Boost your growth with customer-centric value proposition & pricing

June 2022

The questions we are regularly asked

Value strategy

- **How many packs?**
- How do I build the best packs that take into account my **many features** and **customer diversity**?
- Which elements should be **add-ons**?
- What about **services** (set-up, onboarding, training, customer support)?
- Which **commitment duration** should I ask of my clients?
- How do I **communicate efficiently** on my packs and options?
- How should I **adequately name** my packs?

Pricing strategy & Price models

- How should I **share my prices** (online, via email...)?
- Should I implement a **freemium** offer?
- Which **price points** should I display first?
- Which **unit metrics** (€ / user) and/or **time metrics** (€ / month) should I use?
- Which **discount policy** should I implement (volume, commitment...)?
- Which **discount rates** should I implement (5%, 10%...)?
- Should I offer a **free trial** ? If so, for **how long**?

Customization & Change strategy

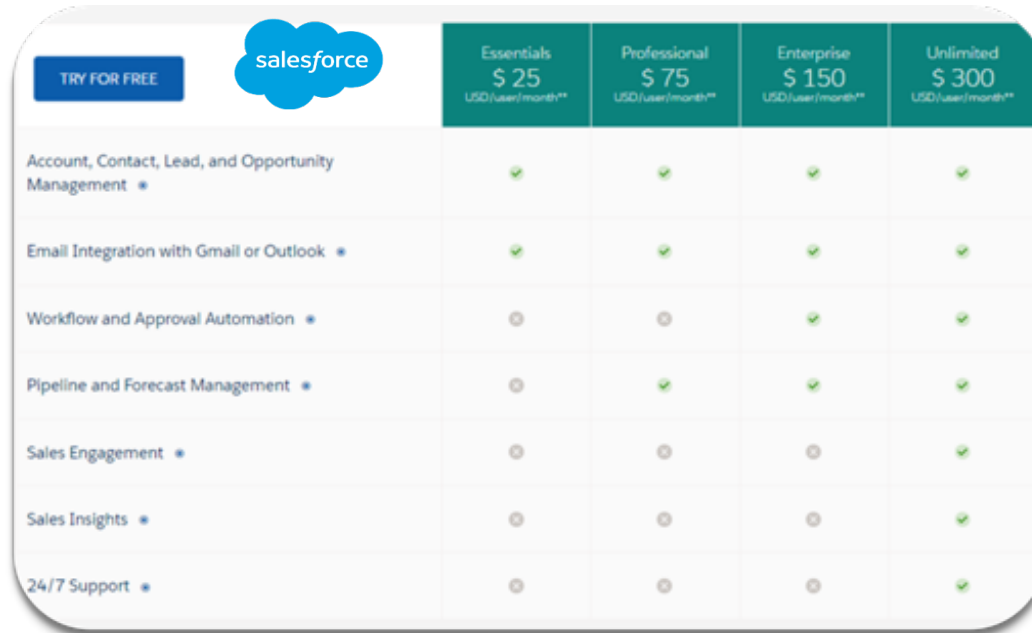
- Do I need **customization** options? If so, how can I **optimize** them?
- What about **ad-hoc** requests?
- How can I change my packs and my prices when **new features are launched**?
- How can I change my packs and my prices when **my strategy changes** or when a **competitor absorbs one of my clients**?

Plan

1. **Our promise : a better value packaging for better growth KPIs**
2. A many-sided puzzle
3. Our expertise and our method centered around your prospects and customers
 - a. Value-proposition roadmap
 - b. Reconstruction of your offers with a customer-centric approach
 - c. Commercial efficiency with Priceit
4. More about us

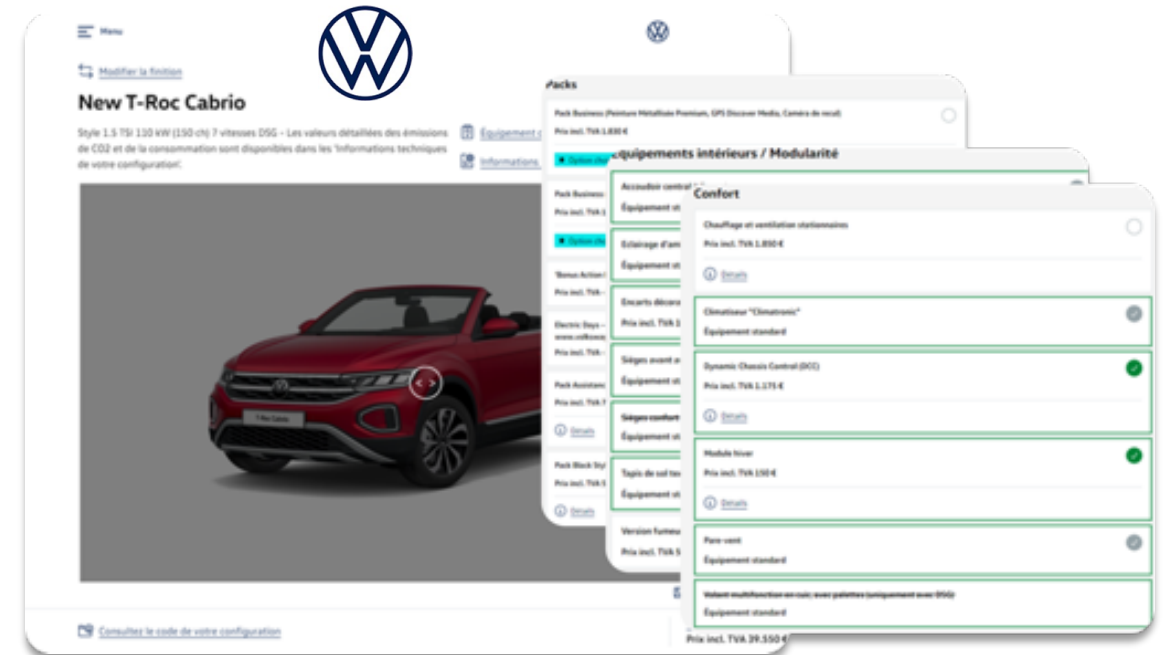
Pricing and value proposition in **B2B** world are often **limited** compared to some B2C sectors

Rigidity vs Customization



The image shows the Salesforce pricing page. It features a 'TRY FOR FREE' button and the Salesforce logo. The pricing table has five columns: Essentials (\$25/user/month), Professional (\$75/user/month), Enterprise (\$150/user/month), and Unlimited (\$300/user/month). The rows list various features, with green checkmarks indicating availability and grey 'x' marks indicating unavailability.

	Essentials \$ 25 USD/user/month**	Professional \$ 75 USD/user/month**	Enterprise \$ 150 USD/user/month**	Unlimited \$ 300 USD/user/month**
Account, Contact, Lead, and Opportunity Management *	✓	✓	✓	✓
Email Integration with Gmail or Outlook *	✓	✓	✓	✓
Workflow and Approval Automation *	✗	✗	✓	✓
Pipeline and Forecast Management *	✗	✓	✓	✓
Sales Engagement *	✗	✗	✗	✓
Sales Insights *	✗	✗	✗	✓
24/7 Support *	✗	✗	✗	✓



Weigh pros and cons and make a choice!

You may have to make some **concessions**, or feel like you **pay for an unnecessary feature**...

Get and pay exactly for what you want!

It's a pleasure to personally **configure your own** dream car and carefully pick every single feature of your next ride!

Customers are ready to pay **20% more for tailer made offers**

Overly simplified model : 4 packs for 100.000+ clients



	Essentials \$ 25 <small>USD/user/month**</small>	Professional \$ 75 <small>USD/user/month**</small>	Enterprise \$ 150 <small>USD/user/month**</small>	Unlimited \$ 300 <small>USD/user/month**</small>
Account, Contact, Lead, and Opportunity Management *	✓	✓	✓	✓
Email Integration with Gmail or Outlook *	✓	✓	✓	✓
Workflow and Approval Automation *	✗	✗	✓	✓
Pipeline and Forecast Management *	✗	✓	✓	✓
Sales Engagement *	✗	✗	✗	✓
Sales Insights *	✗	✗	✗	✓
24/7 Support *	✗	✗	✗	✓

Each persona’s choice is limited to one Package, depending on their size.

Large customers are usually pushed towards a premium offer, and vice versa for small customers.



Out of fear of complicating your communication, you may have opted for a **overly simplified model**

Customers are forced to fit into a **predefined box**

Customer-centric pricing : several versions of your pricing model, each adapted to a segment of customer

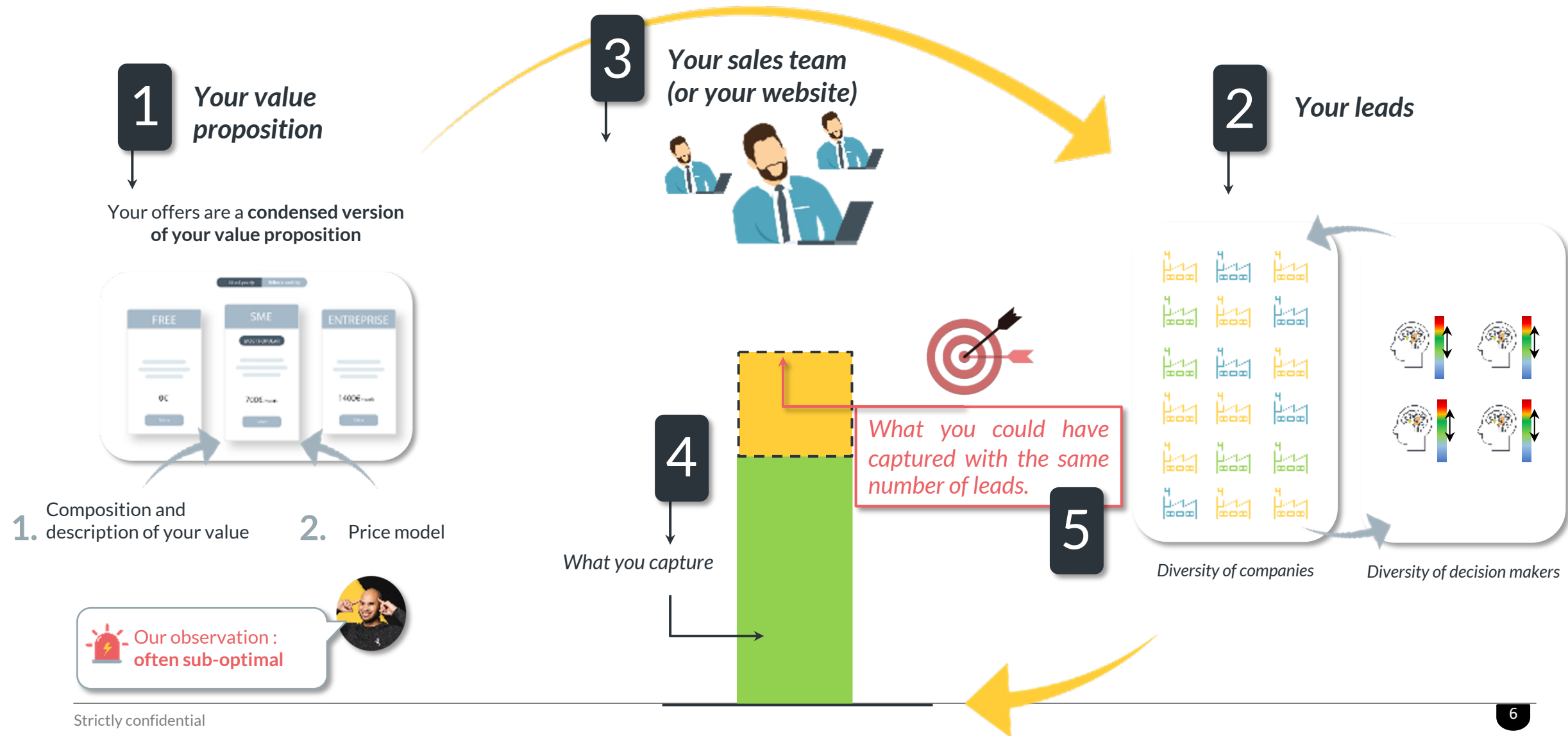


Each persona can choose between 3 or 5 Packages, each respecting the value-price balance specific to that persona.

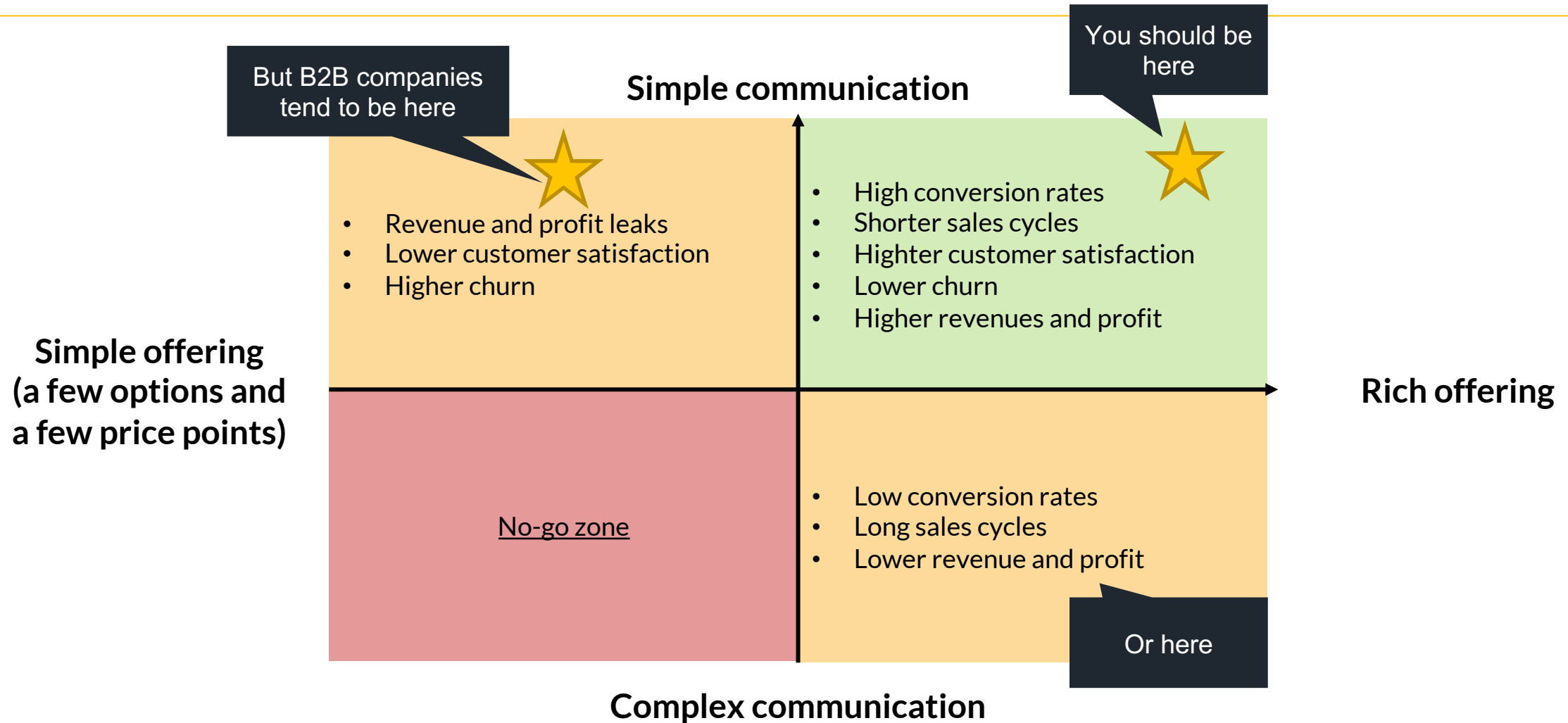


Customers feels understood and are happy to pay **+20% for tailor-made offers**

The use of sub-optimal offers prevents most companies from reaching **their full potential**



Communicating simply about a complex model is **your best option**

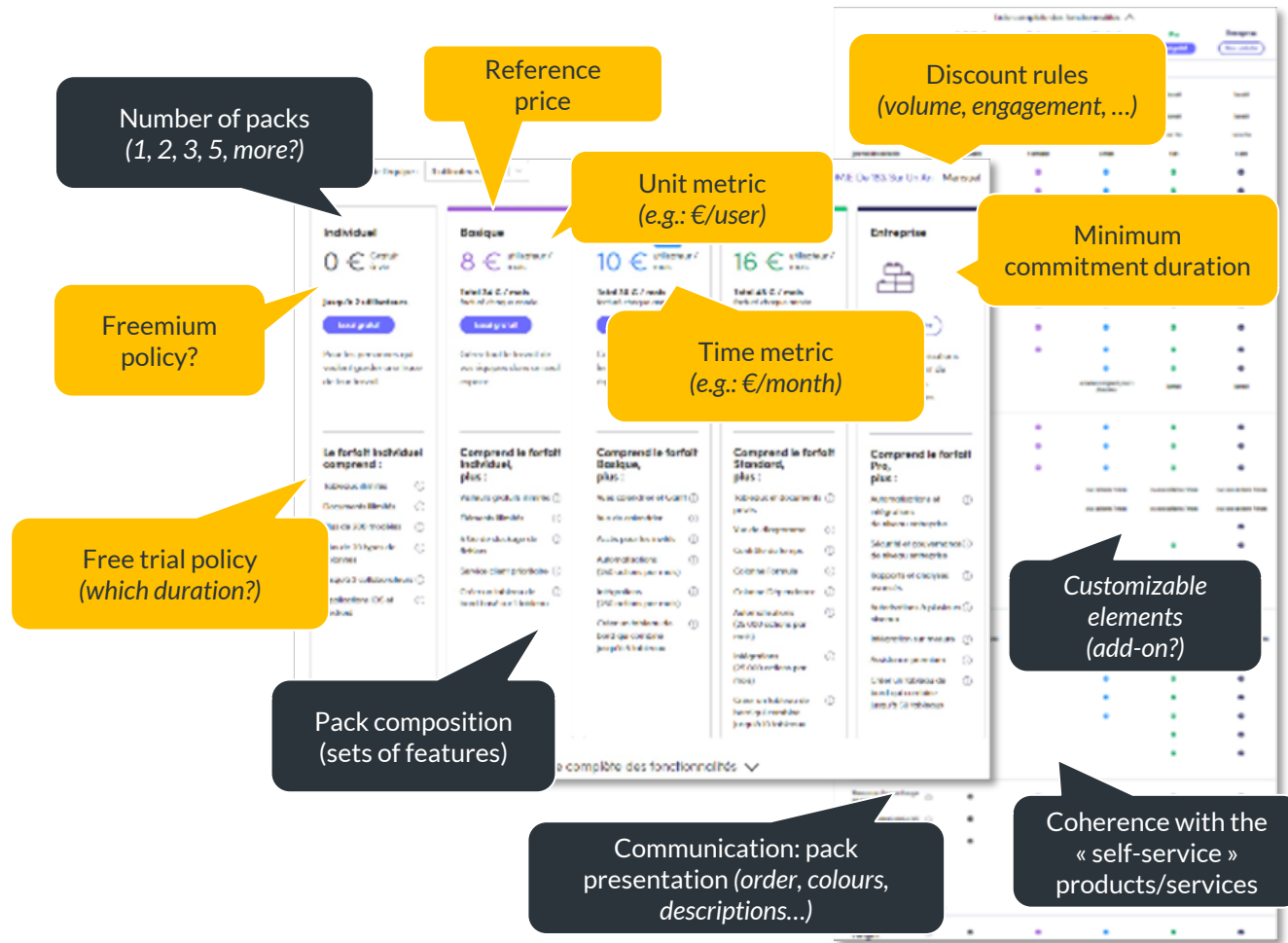


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Your team had to make **many decisions** about the offers to be shared with your clients

Tens of elements make up the offers of a SaaS company



Components of your value
Components of your pricing



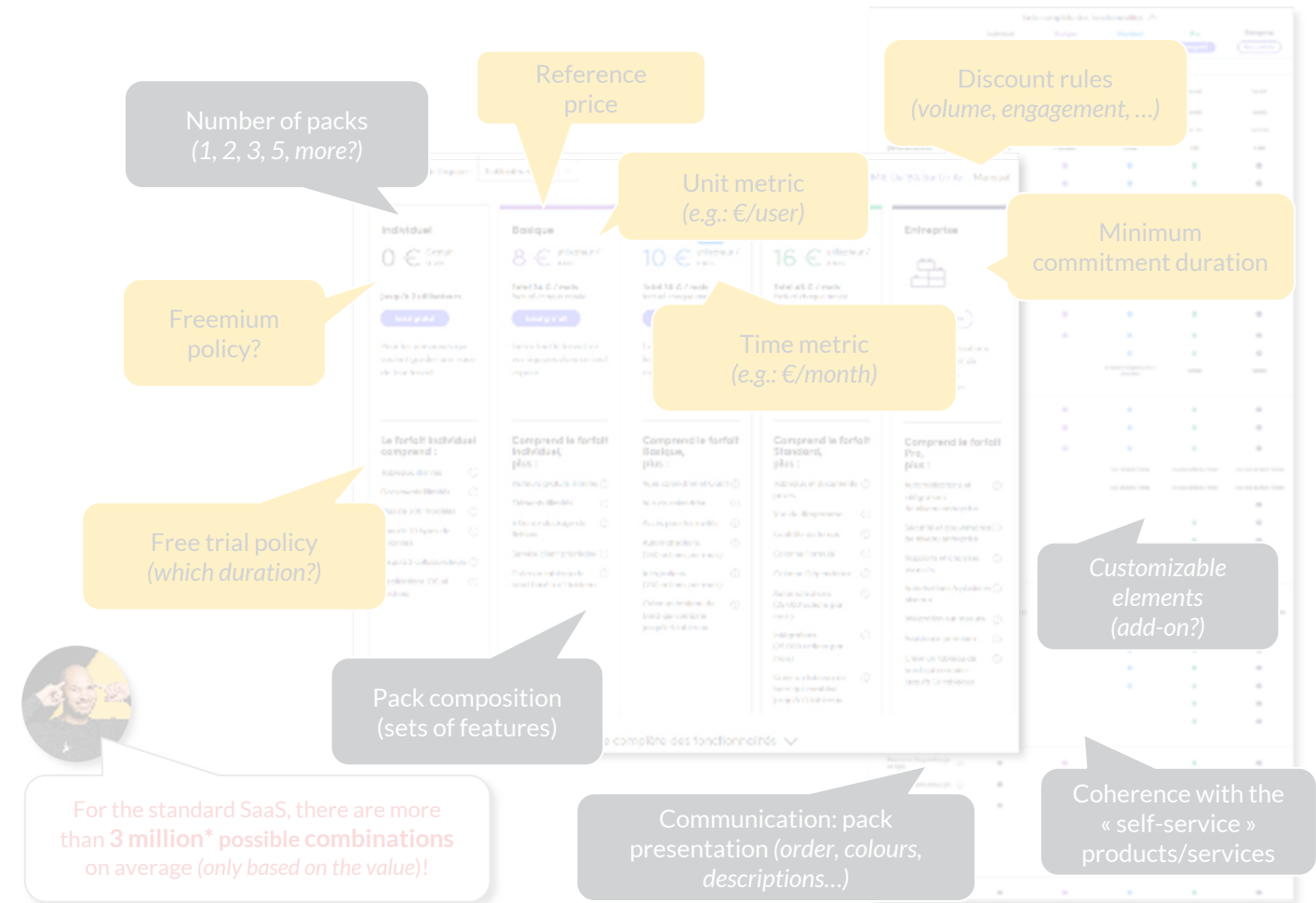
For the standard SaaS, there are more than **3 million* possible combinations** on average (only based on the value)!



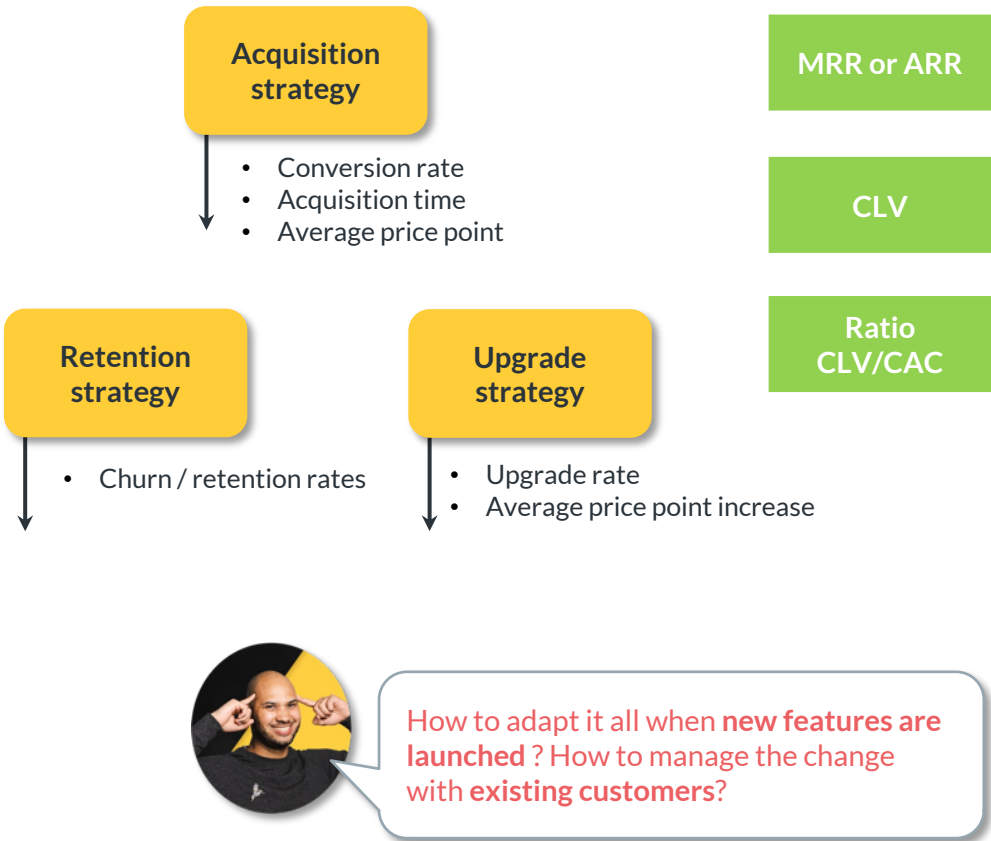
*Based on the study of 350 SaaS price models (Pricing Pact study)

Each decision has an impact on your KPIs

Tens of elements make up the offers of a SaaS company



How to reach an equilibrium in-tune with your recurring revenue capture strategy ?



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We propose 3 complementary offers

1 Value proposition roadmap

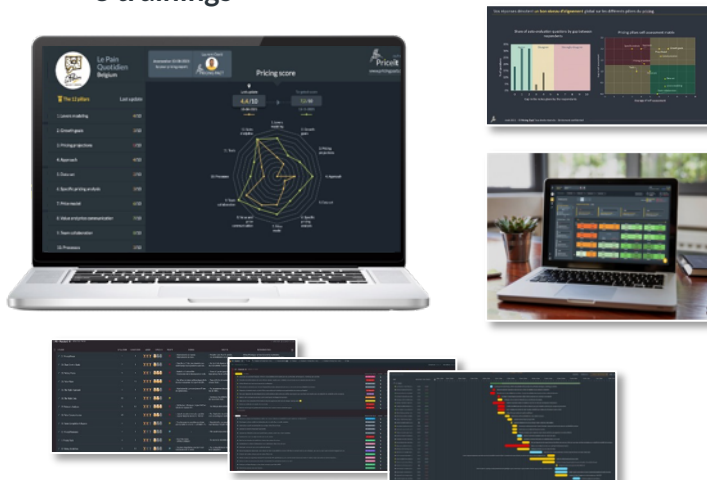
4-6 weeks

For those that doubt their improvement potential
For those that want a clear picture of what should be improved and how to improve it. For those that want to learn and are ready to improve their processes.

We enlighten you and guide you towards better teamwork to compose your offers.

Our deliverables:

- a **360° analysis**
- a quantification of the improvement potential
- an **action plan**
- **3 trainings**



2 Value proposition reconstruction (value packaging & price models)

6-8 weeks

For those that don't have the sufficient resources internally and want our experts to bring their offers to a whole other level.

Our experts improve your revenue model with a customer-centric approach.

Our deliverables:

- Multiple offer propositions
- Business casing scenarios
- An A/B testing plan (optional)



3 Priceit for Sales People

Continuous improvement

For those that want their sales team to become more efficient and better measure their leads' perceived value and price sensitivity.

Thanks to Priceit, your salespeople become more efficient and turn into **leads' perceived value and price sensitivity measurement machines!** Equip your sales team with a dynamic offer tools for better sales performance (*improved conversion rate, reduced sales cycle*).

Our deliverables :

- Priceit configured with your **dynamic offers and branding charter**
- **Performance reports**



Methodology:

[See following slides](#)

[See following slides](#)

1

Be enlightened !

Value proposition
roadmap & coaching

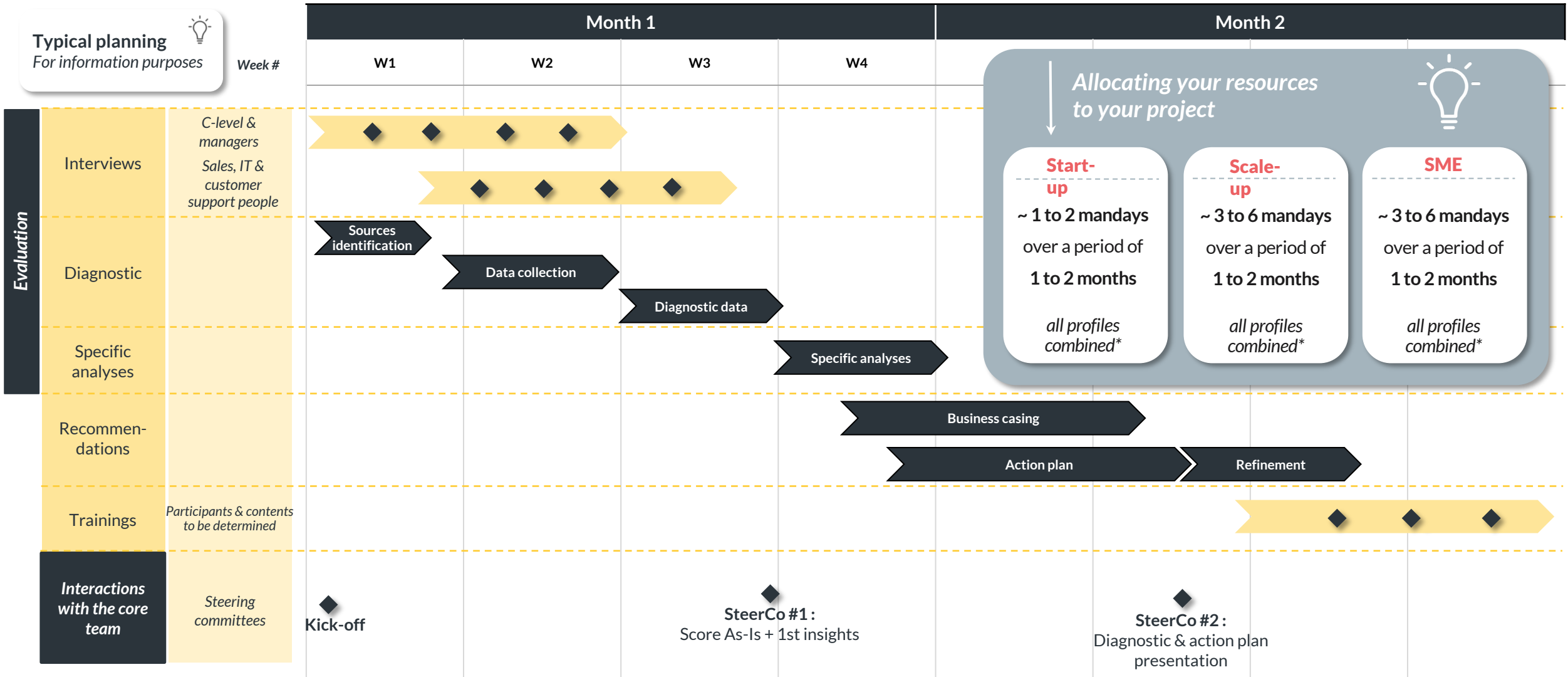
We can deliver your value proposition roadmap in 4 to 8 weeks

Typical planning

For information purposes



Week #



Get more day-to-day efficiency
out of your sales team

3

Better efficiency with Priceit (1/2)

Priceit is a tool specifically thought out for sales people within B2B companies. Here are Priceit's 6 strengths

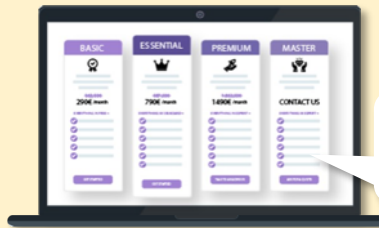
Better interactions with the prospect

1

The **sales** delivers their pitch to their lead with **optimized packs** and different configuration and discount options.

A dynamic & secure offer

Gives more **control** to the prospect and **frees up** the salesperson's time



Enables richer and more dynamic interactions with each prospect

2

The **lead** can receive a shared link, where he can **make their decision autonomously** and **directly generate a quotation**.

An autonomous choice



Improved comprehension of the purchase behaviour

3

Purchase behaviour analytics



Allows to **collect data** on the way leads make their decisions (*to fuel and empower the Marketing and Product teams*)

3

Get more day-to-day efficiency
out of your sales team

Better efficiency with Priceit (2/2)

Priceit is a tool specifically thought out for sales people within B2B companies. Here are Priceit's 6 strengths

Save time and improve your chances to close with better preparation, instantaneous information and optimized processes

4

An offer template library for the sales team

NAME & DESCRIPTION		CATEGORISATION		
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Easy to handle,
pleasant

Always use up-to-date
offers! Even after the
launch of a new feature or
a price change.

Each salespeople can
personalize their view
for improved efficiency!

5

Des informations instantanées



Allows for optimizing data
sharing with the sales support
team (structured & clear
quotations...)

Notifications on your smartphone
when a lead opens and/or chooses
an offer.

6

Management of the history of offers shared with leads

NAME & DESCRIPTION		CATEGORISATION		
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Each sales person can manage their
offer history in an optimal way.

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The heart of our experts team gets involved in your project:

Expertise, experience and collaboration

LAURENT-DAVID HOSTYN
CEO

+10 years of experience in pricing
Polytechnique ULB + SupAero



ADRIEN COUTURIER
Managing Director

15 year of experience in pricing
Expertise & Project Management
Pricing Professor - HEC Paris



NICOLAS PIERRAT
Senior Consultant

Subscription-based companies and
VBP specialist
Audencia Business School



MAXIME DUBOIS
Senior Consultant

Data analysis
& SaaS sector specialist
Solvay Business School



AURÉLIEN ROUSSEL
Senior Consultant

Specific sector
experience
Solvay Business School



THOMAS GADAULT
Consultant

Subscription-based companies and
VBP specialist
ESSEC Business School

Companies with recurring business models that trust us



B2B

SaaS



B2C

App



B2B

SaaS



B2E

App



B2B

SaaS



B2B

SaaS



B2B

SaaS



B2B

SaaS



B2B

SaaS



B2B

SaaS



B2B

Service



B2B

SaaS



B2B

SaaS



B2B

SaaS



B2B

SaaS



B2B

Product



B2C

SaaS



B2C

Service



B2B

SaaS



B2B

Service

For more information...

Contact us!

Laurent-David Hostyn

CEO & Co-Founder

Phone: +32 471 01 79 24

Email: laurent-david@pricingpact.com



Hervé Lagache

Head of Sales & Growth

BE phone: +32 471 88 08 09

FR phone: +33 7 56 96 44 47

Email: herve@pricingpact.com



Offices in Brussels & Paris