PRICING STRATEGY WORKSHEET

Some common pricing models are:

- **Per unit**

- **Per user**

- **Per usage**

- **Per unit of infrastructure**

- **Subscription**

Pricing Your Product

The final step in this pricing process is to set the price for your product. Test your pricing against real sales scenarios. Recognize that it is difficult to optimize pricing for all market segments. Attempt to find the pricing equilibrium that won't cause you to leave money on the table for pricing too low, but also not lose deals because the pricing is too high.

Compare your pricing to the competition to ensure it accounts for positioning and functional differences. Help your sales team understand these differences and how they factor into your pricing.

Finally, it is critically important that the market "gets" your pricing. Make sure it is easy to explain and understand.