

PREPARED FOR · ANONYMIZED CLIENT

Pricing Strategy

for Growth-Stage Companies

How to build, refine, and defend a pricing strategy that drives revenue, retention, and competitive positioning.



Why Pricing Strategy Is a Growth Lever, Not an Afterthought

The Business Case for Getting It Right

38%

of companies report pricing as their #1 missed revenue opportunity

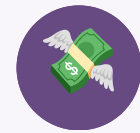
5x

more impact on revenue than acquisition improvements of equivalent effort

1 pt

of price increase = 11% profit improvement on average

WHAT HAPPENS WITHOUT A DELIBERATE PRICING STRATEGY



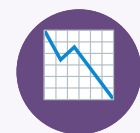
Revenue Leakage

Discounting becomes the default close. AEs train buyers to expect concessions, eroding margin and deal velocity simultaneously.



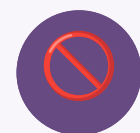
Packaging Confusion

Prospects make bad assumptions when trying to understand. Sales spends time explaining what's included instead of selling outcomes. Churn follows misaligned deals.



Competitive Exposure

Without a clear pricing narrative, competitors define the category. You win on price or lose on price, never on value.



Expansion Stall

Customers have no natural upsell path. NRR plateaus. Business growth depends on new logos instead of client expansion.

Diagnostic: Signs Your Pricing Strategy Needs Work

SELF-ASSESSMENT

If three or more of these sound familiar, your pricing is costing you more than you think.

 You default to custom quotes

Every deal requires a custom pricing conversation. There's no standard packaging your team can sell confidently.

 Discounts are closing most deals

AEs are consistently discounting 20%+ to close. Buyers are anchoring your list price as the starting negotiation point.

 You don't know your win/loss by tier

You can't point to which packaging wins in which segment. Win/loss is tracked by deal, not by pricing structure.

 NRR is below 105%

Existing customers aren't expanding. Your pricing model has no natural growth motion baked in and upsell is an afterthought.

 Competitors changed price and it hurt

A competitor's pricing move directly impacted your pipeline or close rate. You reacted instead of having a strategy ready.

 You're launching a new product line

A new offering is on the roadmap with no pricing rationale. Guessing at launch creates habits that are hard to undo.

 You've never run a pricing audit

You've been at the same price point for 18+ months with no structured review of market position, cost, or buyer willingness to pay.

 Sales and CS disagree on value

Sales sells one outcome, Customer Success inherits a different expectation. Misalignment starts at packaging and pricing.

 You're preparing to raise or be acquired

Investors and acquirers will scrutinize unit economics. Pricing discipline directly impacts your valuation narrative.

 **Critical**  **Significant**  **Emerging**

Types of Pricing Strategy Engagements

What We Work On · Limitless Growth Consulting Agency

Pricing Redesign

- Existing model isn't working. Discounting is rampant, packaging feels arbitrary, or the market has moved.
- Full audit of current model, tier structure, and discounting patterns
 - Competitive pricing benchmarking across 3-5 direct alternatives
 - Buyer willingness-to-pay analysis (interviews + deal data)
 - New model design: good/better/best or usage-based recommendation
 - Internal rollout playbook and sales team enablement

New Product / Offering Launch

- Net-new product, feature tier, or service line needs a pricing strategy before it goes to market.
- Market positioning and comp set analysis for the new offering
 - Pricing model selection (flat, seat-based, usage, outcome-based, etc.)
 - Packaging architecture of what's in each tier and why
 - Anchor price and floor-price methodology
 - GTM training including messaging alignment with Sales and Marketing

Competitive Adjustment

- A competitor's positioning changed, you're losing deals on price, or new entrants are commoditizing the category.
- Rapid competitive pricing intelligence sprint
 - Win/loss analysis segmented by price point and tier
 - Counter-positioning strategy and value narrative refresh
 - Discount governance and floor price guardrails
 - Field enablement on how to sell against price objections

Behavioral Pricing Design

- You have the right price, but buyers aren't perceiving value or anchoring where you want them to.
- Price presentation and anchoring audit (website, presentation recordings, proposals, decks, etc.)
 - Decoy pricing and loss aversion architecture
 - Trial and freemium structure optimization
 - Renewal and expansion pricing psychology
 - A/B test design for pricing page and proposal formats

Price Increase Strategy

- You haven't raised prices in 18+ months, costs have risen, or your value has significantly outpaced your price.
- Elasticity analysis and customer segmentation by risk tier
 - Grandfathering and transition policy design
 - Customer communication framework and sequencing
 - Customer Success team preparation and objection handling
 - Revenue impact modeling and board-ready narrative

Packaging & Bundling Optimization

- Customers aren't self-selecting the right tier. Upsell is slow. Your packaging isn't doing its job.
- Feature-to-value mapping across all current packages
 - Usage and adoption data analysis by tier
 - Bundle architecture design for upsell and cross-sell
 - Add-on and professional services pricing structure
 - Team trainings on best practices to present new packaging logic

How We Approach Pricing Engagements

Our Methodology · Limitless Growth Consulting Agency

STARTING STRATEGY: WE MEET YOU WHERE YOUR DATA IS

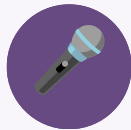
Start with Competitive Intelligence



Learn how the market is pricing before making internal decisions. We map your competitor’s packaging, price points, and positioning, then show you where you sit and where the opportunity is.

Best for: Competitive adjustment · New market entry · Pre-raise positioning

Start with Customer & Prospect Interviews



When you need to understand buyer willingness to pay, the language they use to describe value, and what's driving or blocking upgrade decisions. Qualitative signal before quantitative modeling.

Best for: Pricing redesign · Packaging optimization · Expansion motion

Start with Internal Data & Goal Mapping



When you have deal data, usage data, or cohort data that tells a story you haven't read yet. We analyze win/loss by tier, discounting patterns, and NRR by segment, then map pricing changes to growth targets.

Best for: Price increase strategy · Packaging redesign · Board-ready narrative

Blended Sprint (Most Common)



A structured 4-6 week engagement combining competitive intelligence, 6-10 buyer/customer interviews, and deal/usage data analysis. Outputs a full pricing strategy with implementation roadmap.

Best for: Full redesign · New product launch · Series B/C GTM build

WHAT YOU WALK AWAY WITH

Pricing Model Recommendation

New structure with rationale, including good/better/best or usage-based architecture

Competitive Positioning Map

Visual map of where you sit against alternatives on price and value dimensions

Packaging Architecture Doc

Feature-to-tier mapping with upsell logic built in

Discount Governance Framework

Floor prices, approval thresholds, and escalation playbook for the field

Sales Enablement Materials

Talk tracks, objection handling, battle cards, and pricing one-pager for AEs

Board-Ready Revenue Impact Model

Scenario modeling of revenue impact across multiple pricing options



Pricing Training for Sales Teams

A half-day or full-day facilitated session that trains your internal teams on how to sell value over price, handle discount requests, and navigate multi-stakeholder pricing conversations.

WHAT'S INCLUDED

- Value-selling talk tracks by persona
- Discount request role-play scenarios
- Price objection handling workshop
- Quick-reference one-pager for the field



Systems & CRM Implementation

Pricing strategy only works if your systems enforce it. We configure your CRM, CPQ, or quoting tool to reflect the new model so your data reflects reality, and your reps can't go rogue.

WHAT'S INCLUDED

- Salesforce / HubSpot pricing field setup
- Quote approval workflow configuration
- Discount tracking and reporting buildout
- Usage-based billing integration support



Ongoing Pricing Advisory

Pricing isn't usually a one-time project. It needs quarterly review as your market, product, and competition evolve. Our fractional model gives you a pricing strategist on retainer without the full-time hire.

WHAT'S INCLUDED

- Quarterly pricing review cadence
- Win/loss analysis and trend reporting
- Competitive monitoring and alerts
- Annual pricing audit and update

Ready to build a pricing strategy that holds?

We start with a 30-minute diagnostic conversation about where your current model is leaving money on the table.