

Pricing Model Canvas

Designed for:

Designed by:

Date:

Version:

Pricing strategy

How can our pricing strategy support the corporate strategy?
What are our goals (revenue, profit, market share)?

Next Best Alternative (NBA)

What is the customer's Next Best Alternative to our product?
What additional value does our product offer?
How can we quantify this?

Product Value

How can we quantify the value of our products for our customer?
Do we have a toolbox (van Westendorp, Conjoint, expert estimation, etc.) that can be applied on a product-specific level?

Terms and Discounts

What do we want to grant discounts for, and who should be able to receive them?
Which discount levels and discount thresholds should be applied?
Who is allowed to grant discounts, and is there an escalation system implemented?

Value Selling

How can we emphasize product benefits and not solely focus on product features?
How can we communicate the product value in the best way possible?
What set of skills does the sales force need in order to be able to convey the value of the product?

Target Customers

What is the willingness to pay of each segment?
How can we differentiate our prices to best meet the willingness to pay of all customers?

Innovative Pricing Models

In which areas/for which products can we shift from traditional sales to usage-based pricing models, so-called XaaS models?
Which respective pricing metric is advantageous for both the customer and us?

Organization and Processes

Who is responsible for pricing?
What pricing processes do we have?
How can pricing competence be developed sustainably in the company?

KPI and Governance

Which key performance indicators do we need to monitor regularly (discount enforcement, markup levels, etc.)?
What set of rules is necessary to ensure well-functioning price management in the company in the long term?