Find the right pricing for your SaaS Product
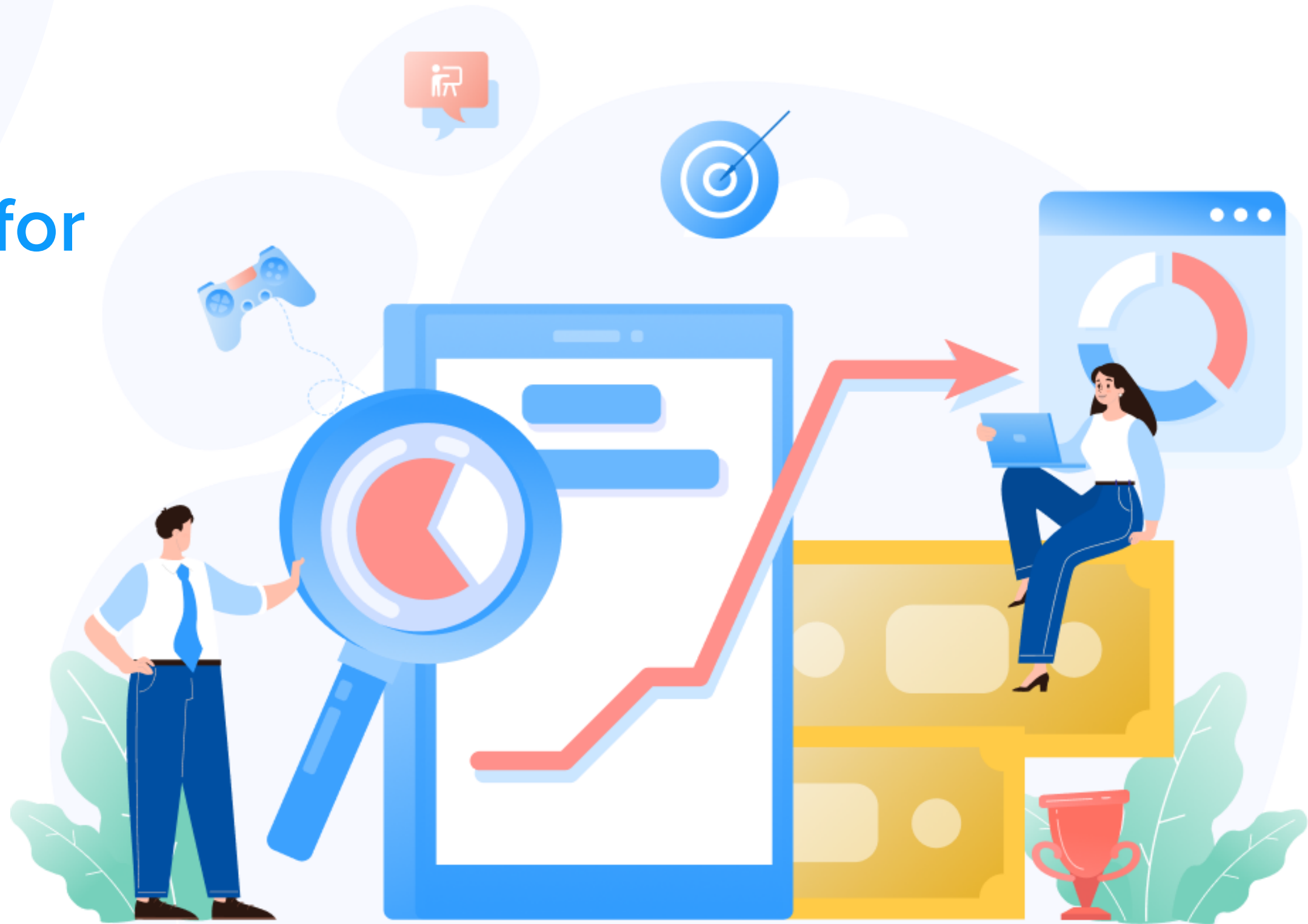
Mar 2022
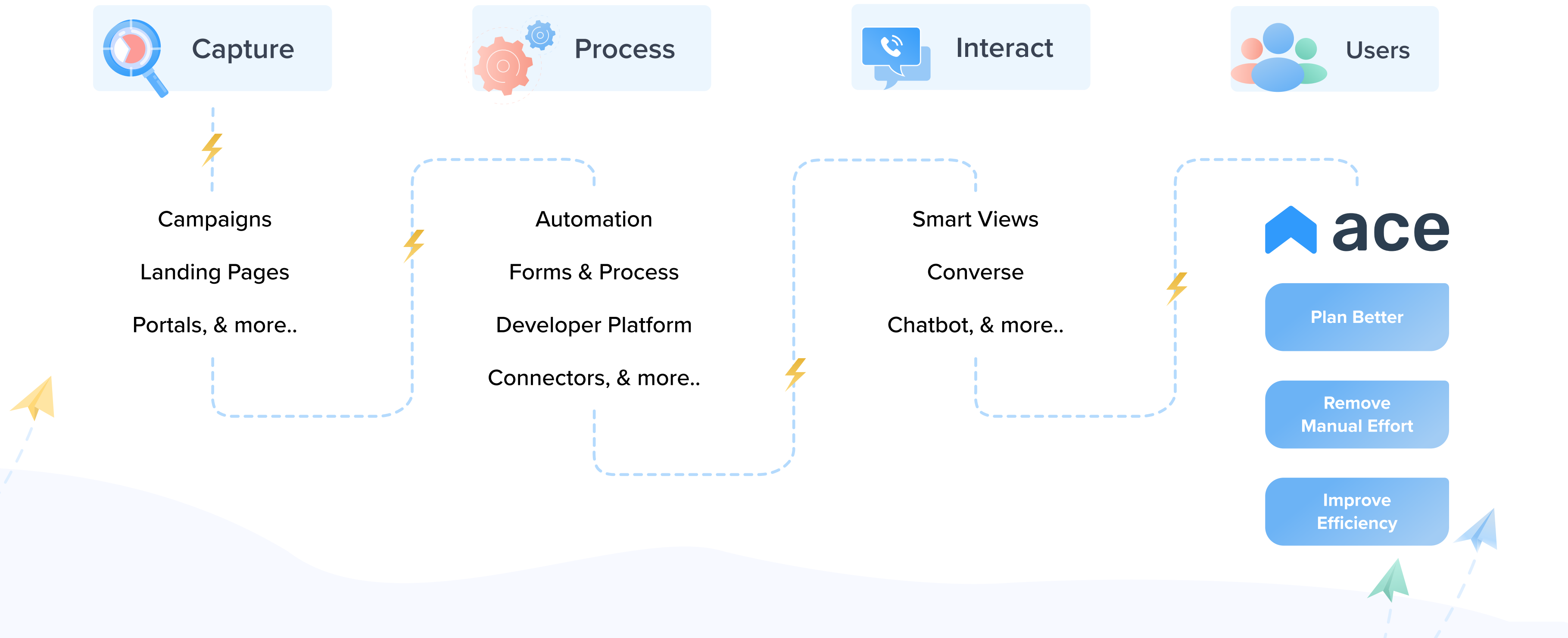
Selling a B2B SaaS Product isn't easy

Sales Efficiency - Another Ace Up Our Sleeves

Capture

Process

Interact

Users

Campaigns

Landing Pages

Portals, & more..

Automation

Forms & Process

Developer Platform

Connectors, & more..

Smart Views

Converse

Chatbot, & more..

ace

Plan Better

Remove Manual Effort
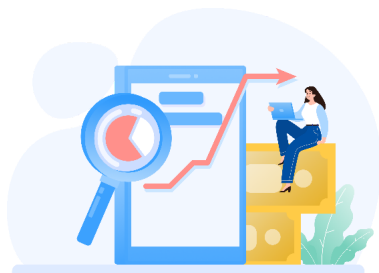
Improve Efficiency

Ace - Product Suite

Goals & Objectives

Performance Analytics
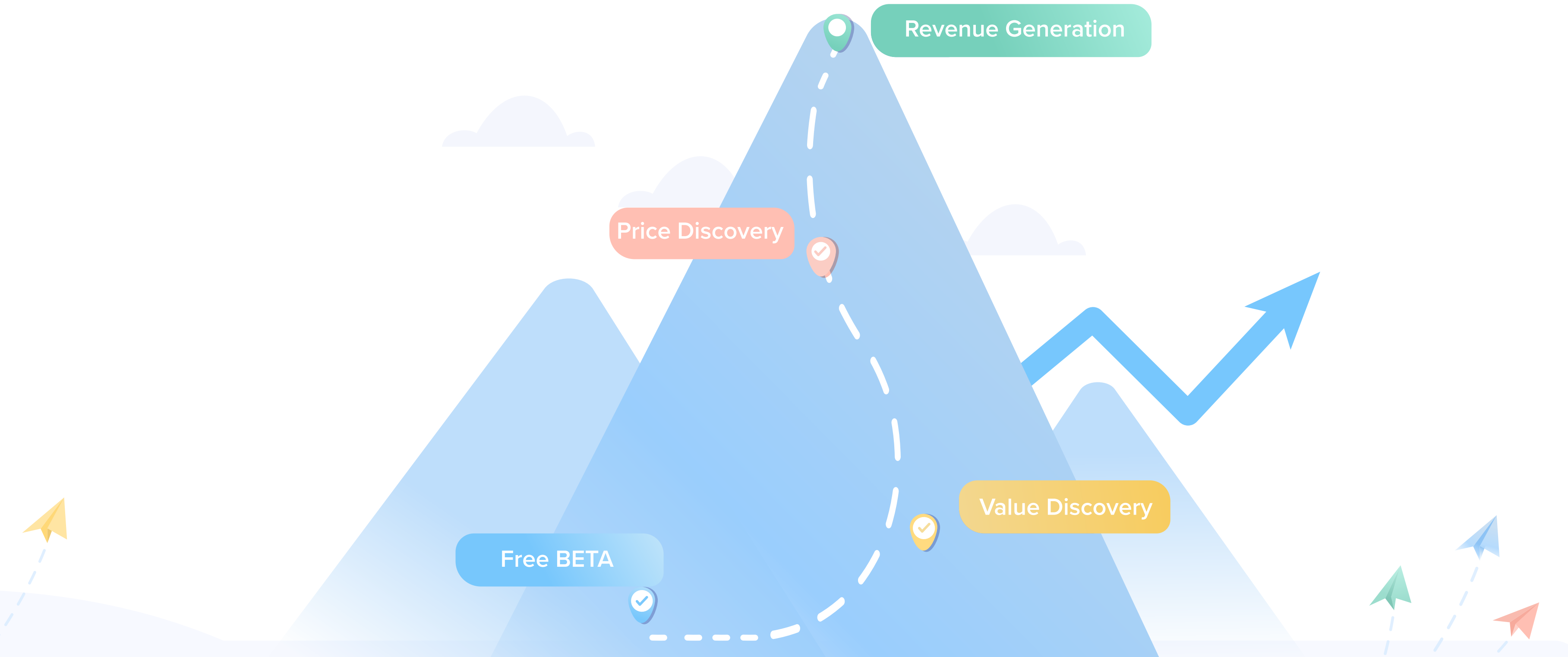
Incentives & Payouts
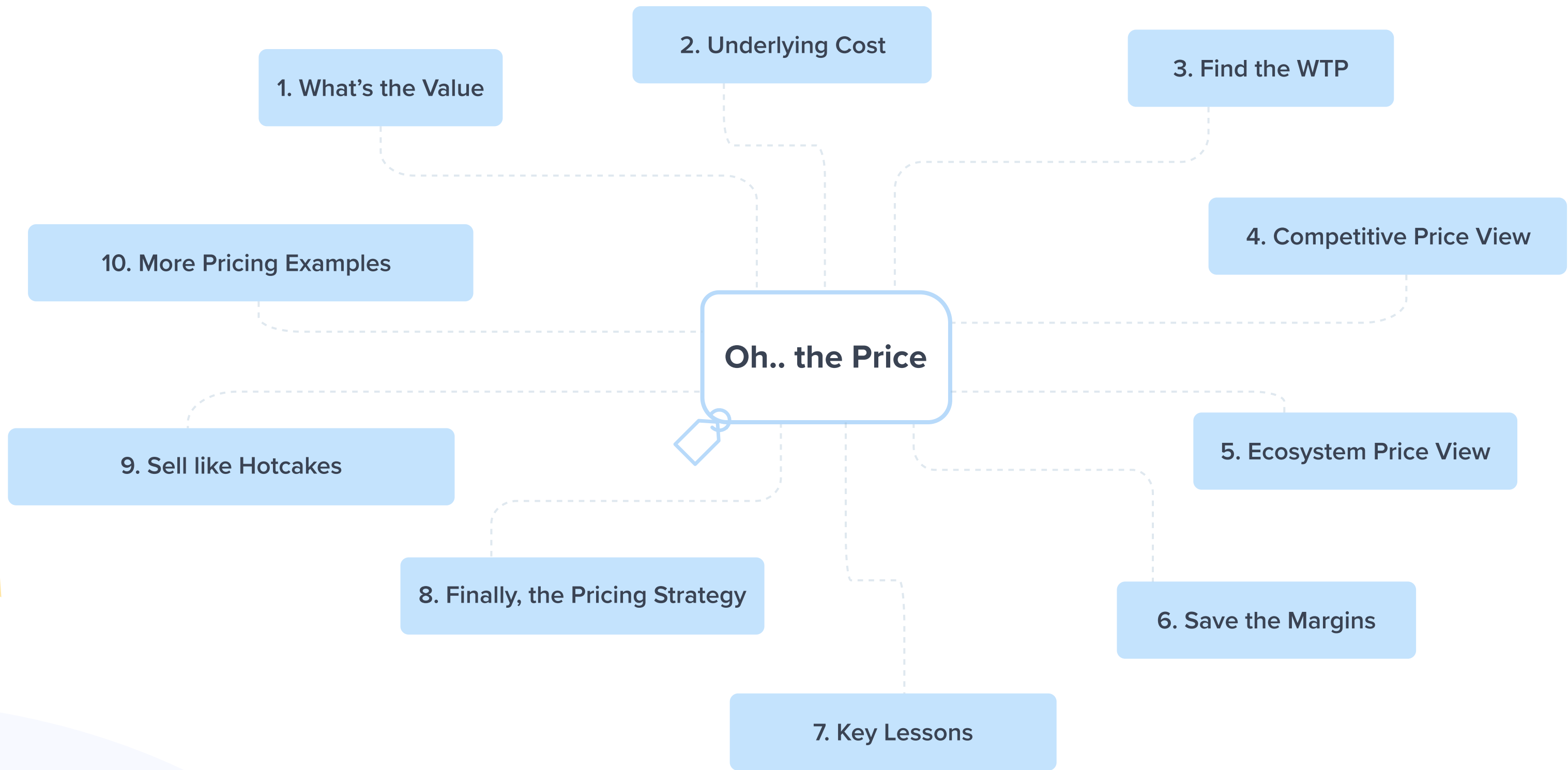
ace

Insights & Forecasting

Gamifying Performance

Nudges & Coaching

The Path to generate Reveune

Revenue Generation

Price Discovery

Value Discovery

Free BETA

Pricing Strategy

Oh.. the Price

1. What's the Value

2. Underlying Cost

3. Find the WTP

4. Competitive Price View

5. Ecosystem Price View

6. Save the Margins

7. Key Lessons

8. Finally, the Pricing Strategy

9. Sell like Hotcakes

10. More Pricing Examples

Impact & Value Add - HealthTech Customer

Reduced
Manual Effort

Swift
Performance Evaluation

Enhanced
Workforce Productivity

Efficient
Monitoring Process

"Leadsquared's Goals is a fantastic solution that has assisted us in increasing sales efficiency in terms of active funnel moment, traceability, and overall agent productivity!" This was a much-needed feature to assure our sales staff' seamless operation and keep them motivated."

Sales Head

Impact & Value Add - Marketplace Customer

Improved
Transparencey

Reduced
Manual Effort

Enhanced
Workforce Productivity

Efficient
Monitoring Process

" We were able to configure all the required targets for our team like how many leads we are getting, what actioning has been done, what is conversion rate, how many leads have been closed by the team w.r.t their target. Being able to configure all different kinds of targets makes goals a very critical feature for us now"

Senior Manager, Inside Sales

Impact & Value Add - EdTech Customer

Automated
Reports delivers complete picture

Engages
Sales teams, who enjoy full visibility of performance

Enhanced
Workforce Productivity

Motivates
Employees to perform better

"Leadsquared's Goals is a fantastic solution that has assisted us in increasing sales efficiency in terms of active funnel moment, traceability, and overall agent productivity! This was a much-needed feature to assure our sales staff's seamless operation and keep them motivated."

AVP, Business Development

Ace - Business Outcomes

Improved Efficiency

Say goodbye to the **manual** assignment of objectives and track the progress using tedious **Excel** & reports workflow.

Planned Outcomes

With tools like goals, incentives & analytics **managers** & **reps** can **plan** their weeks & months well in **advance**

Transparent Communication

All these tools define a clear **communication** channel **across organization** and **teams** regarding metrics that matter most
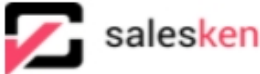
Pricing Strategy Snapshot

	Cost & Price Correlation	Revenue Uptick	Ease of Understanding	Gross Margin	Customer Value for Money
Per Rule Based	Partially Direct	Slow	Easy	Medium	High
Data Based	Direct	Medium	Difficult	Less	Low
Frequency Based	Partially Direct	Slow	Difficult	Less	Low
Plan Based	In Direct	High	Easy	High	Medium
User Based	Partially Direct	High	Easy	High	Medium
Contact Based	Partially Direct	Slow	Moderate	Medium	Low

Pricing - Comparison with Direct Competitors

	Per User	One Time	Metrics	Modules
Everstage	$ 40	$ 2000	∞	Incentives, Goals & Reports
compass	$ 1 - 4	$ 2000	∞	Incentives, Goals, Gamification & Reports
Anaplan	$ 5000	$ 5000	∞	Incentives, Reports & Forecast
Xactly	$ 40	$ 2000 approx	∞	Incentives & Reports
VYMO	$ 1 - 2	$ -	∞	CRM + Goals
AMBITION	$ 40	$ -	30	Gamification, Reports & Coaching

Pricing - Comparison with Indirect Competitors

OKR Products		Sales Enablement	
PLECTO	$35	salesken	$40
Ally	$10	CHORUS	$200
xto10x	$6	GONG	$1200
Focus	$12	Salesloft.	$100
Simple OKR	$50 Per Month	wingman	$500
PROFIT.CO	$9	MeetRecord	$9

*All Prices are Per User Per Month, except Simple OKR

Pricing - Understanding your customers & WTP

MRR	Per User Cost	Can Pay
Low MRR	₹ A to B	+ 20 to 50%
Moderate MRR	₹ B to C	+15 to 20%
High MRR	₹ >c	+10 to 20%

If there is a behavioural change, increase in efficiency & performance

Price is not usually a major factor

Pricing - Understanding your customers & WTP

80% of Customer have **less than 50 users**

20   **80**

20% of Customer have **more than 50 users**

But contribute to Majorly to Revenue
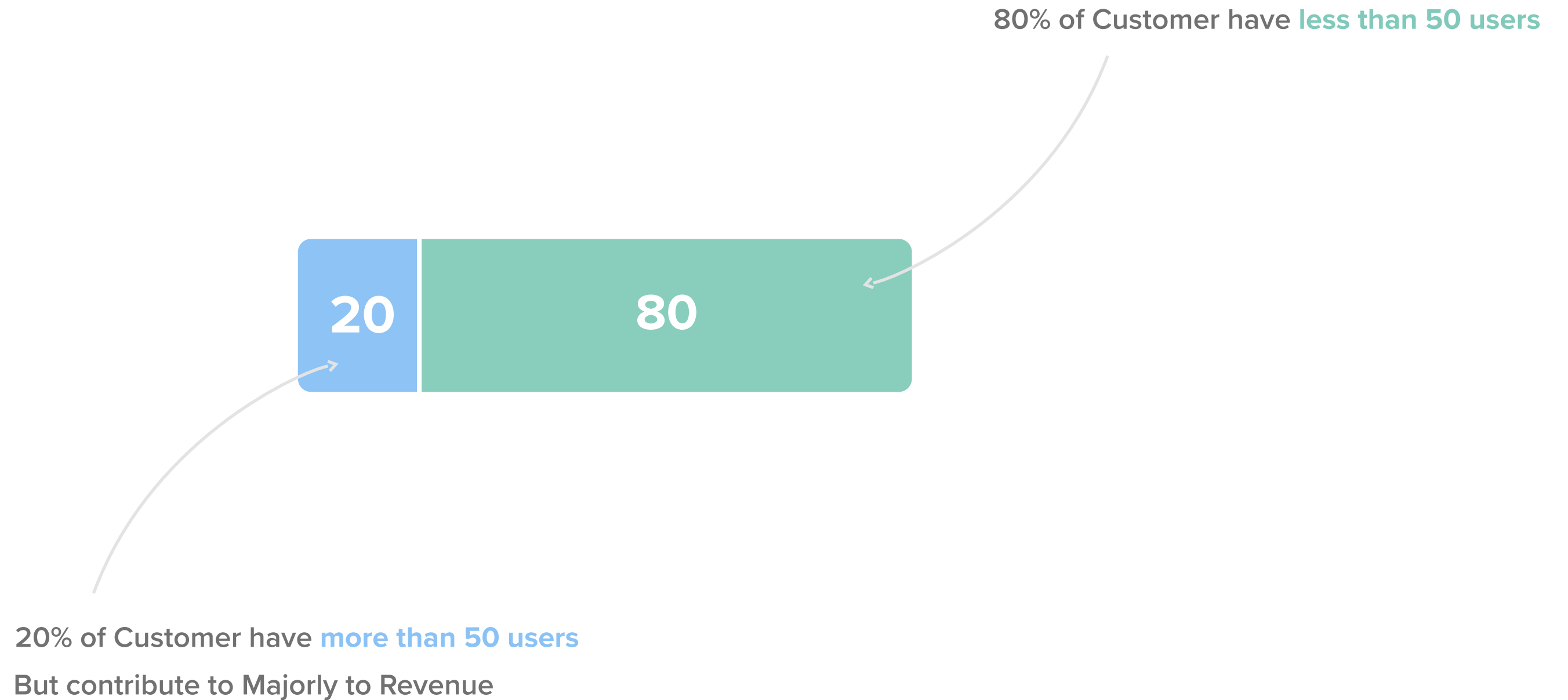
Price Analysis - MRR wise

MRR Range 1

MRR Range 2

MRR Range 3

MRR Range 4

Platform Price Analysis - MRR wise

Plan A

Plan B

Plan C

Other Plans

Saving your Margins - Finding exceptions & correlations

Consumption to User Count Ratio

Customers
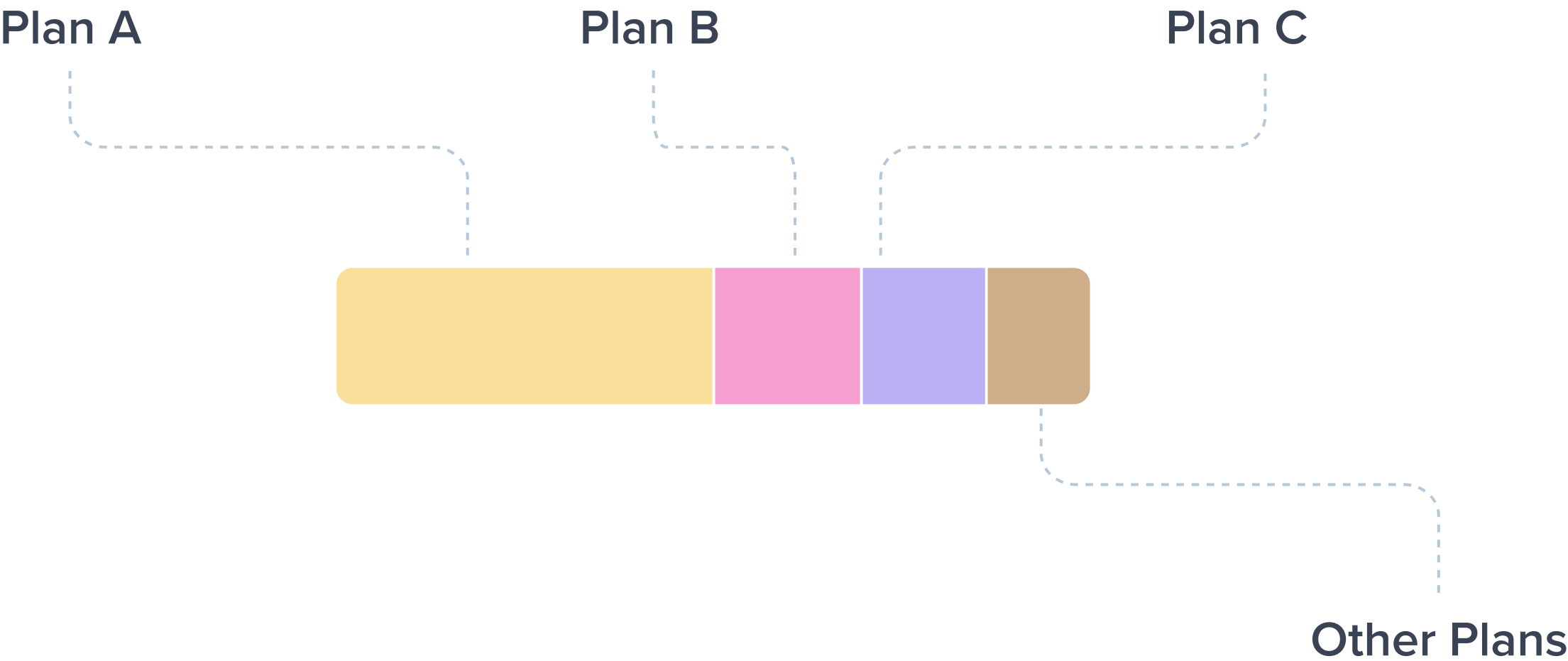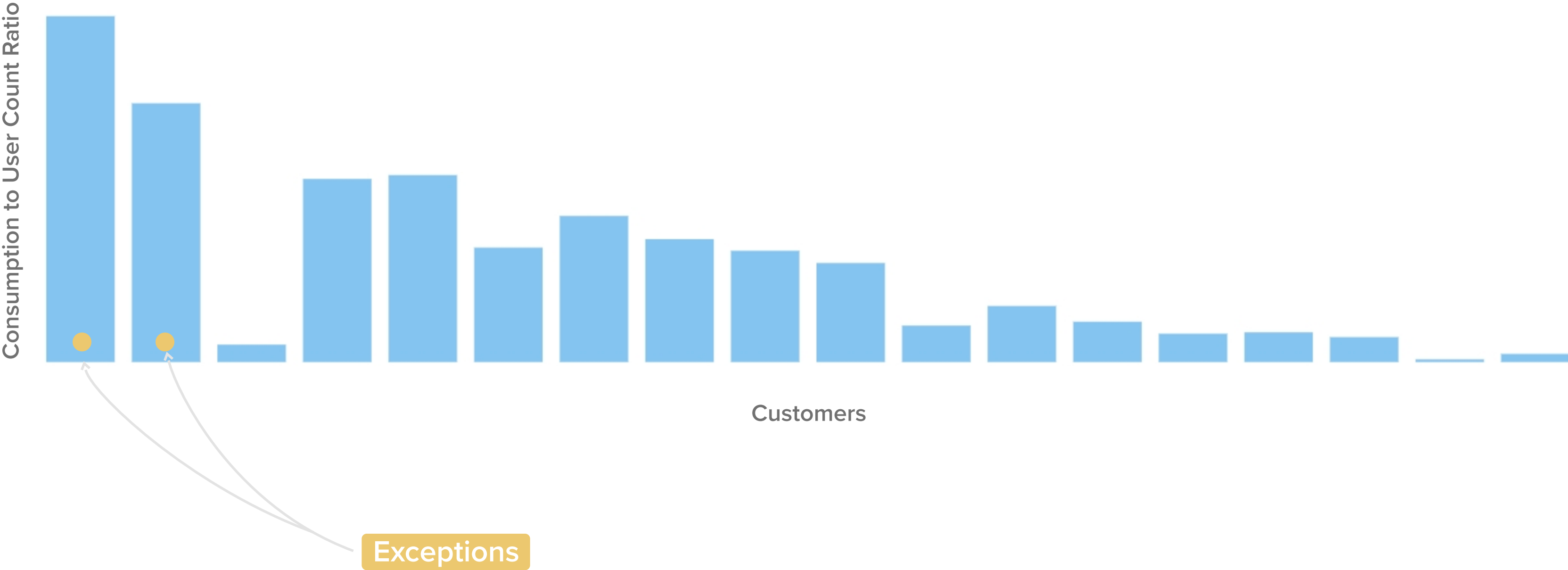
Exceptions

Saving your Margins - Finding exceptions & correlations

Generated Data

Exceptions
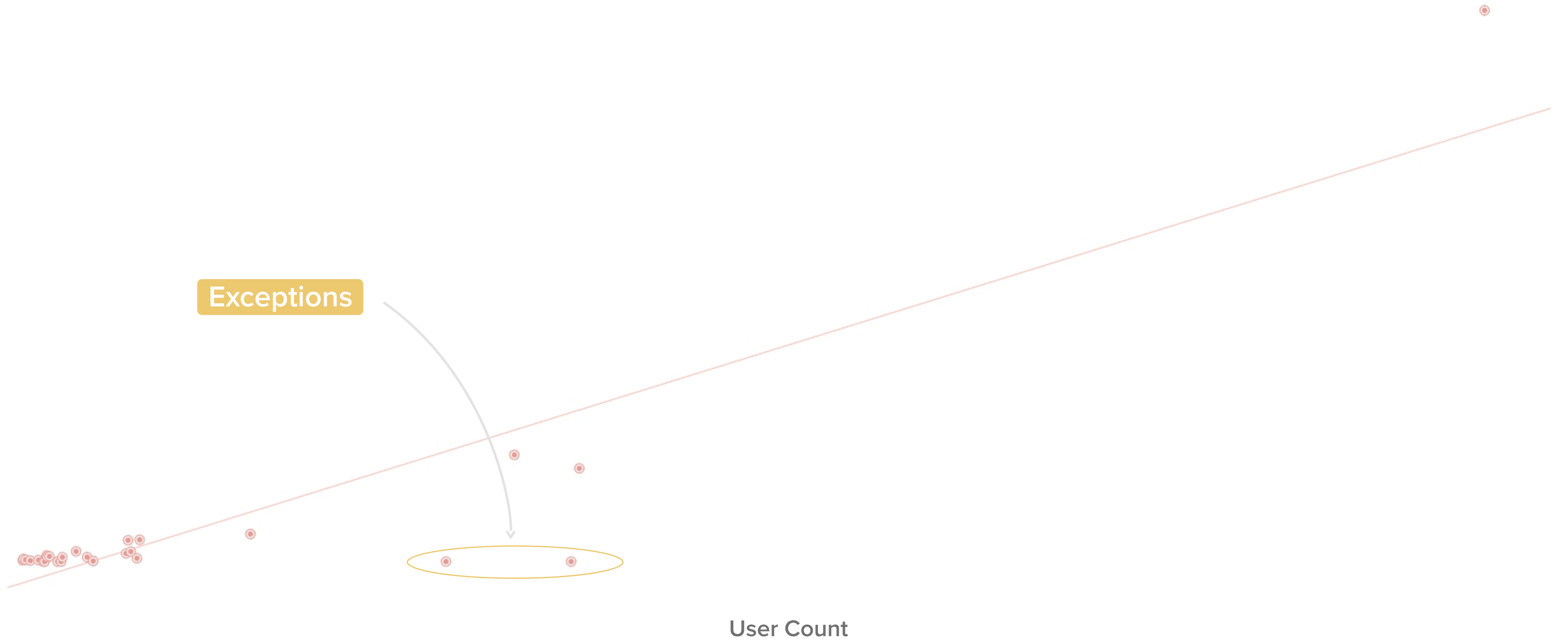
User Count

Saving your Margins - Finding exceptions & correlations

Rules Count

User Count

○ Consumption

Things to keep in mind

- **Everyone is not your customer**

  Pick your customer based on your business objectives and customers need, value and WTP

- **Brand as Price Impact**

  Your brand impacts your ability to define the price

- **Build Ecosystem, to upsell better**

  Your brand impacts your ability to define the price

- **B2B is all about Price to Value Game**

  Business has optimisations in their DNA. Highly unlikely anything will be bought if it doesn't impact

- **Pricing evolves, but getting it right early is critical**

  Highly difficult to charge more after you have charged less.

Pricing Strategy

Rule Limit ↓ Web Users	10 Rules	20 Rules	30 Rules	40 Rules	50 Rules
1 - 200	X	X	X	X	X
200 - 500	X	X	X	X	X
500 - 1000	X	X	X	X	X
>1000	X	X	X	X	X

Sell it like Hotcakes

○ **Simple sells easier & faster**

The simpler the pricing is the easier it is to sell, buy and upgrade

○ **Less Entry Barrier**

Entry barrier should be less. Don't sell it for loss, but don't be greedy

○ **Everyone is not your customer**

Pick your customer based on your business objectives and customers need, value and WTP
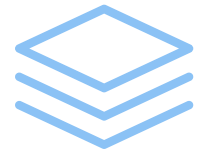
○ **Streamline the communication**

USPs, Demos, Price Details, Brochures, Process to activate all needs to be well defined
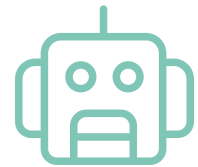
○ **Be all ears**

Understand why certain deals didn't close and why others were closed. Track your revenue, margins and cost actively

Other Leadsquared Products & Pricing

Platform
Sold as per user. Price of per user is based on plan you choose

Automation
Sold based on number of automations, but moving to executions

Chat & Notifications Features
Sold based on number of messages sent

Mobile / Field Sales Solution
Sold as per user. Price of per user is based on plan you choose.
Cheaper than platform

Why so many different prices?

1. Cost structure is different for each product

2. Value addition is different

3. Each Customer/Enterprise needs are different

4. Does this work at scale, Yes & No

More Examples

Surge Charge
Solved Demand and supply problems using pricing

In-Mail Based
Per In Mail Price, Later only charge for ones you don't get response

Value is tied to pricing, always

Auction Based
Customer need and demand mapping

Ecosystem and Bundle
Ecosystem packed as bundle and sold as Home, Education and Business

Thank You

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