STRATEGIZES · RESOURCE

SaaS Pricing Review Checklist

Twenty-eight checks across packaging, value metric, discounting, and renewals. The same checklist used on day one of Strategizes pricing engagements.

Pricing reviews fail when they jump to price points before the underlying architecture is examined. Work this checklist in order. The first four sections compound — fix them in sequence, not in parallel.

1. Value metric

- There is a single primary value metric that scales with customer outcome.
- The metric is observable in product telemetry, not negotiated in sales.
- Customers can predict their bill before they receive it.
- Free, trial, and paid tiers map cleanly onto the same metric.

2. Packaging

- There are no more than three core packages.
- Each package solves a distinct job — not a vague segment.
- Add-ons exist for optional value, not to fill packaging gaps.
- The good–better–best sequence has a defensible reason to upgrade.

3. Price levels

- Entry price is calibrated against the next-best alternative.
- Top tier is anchored on value, not cost-plus.
- Currency, geography, and contract length are deliberate.

4. Discounting & contract terms

- Discount authority is documented and scoped by deal size.
- Multi-year discounting is tied to commitment, not hope.
- Auto-renewal and termination terms are reviewed annually.
- Discount drift is measured at the cohort level.

5. Install-base & renewals

- Net revenue retention is decomposed into expansion, contraction, churn.
- Renewal motion is owned with commercial accountability.
- Price changes to the install base are sequenced, not all at once.
- Migration paths between packages are documented and tested.

6. Telemetry & governance

- Win/loss data captures reason codes against pricing.
- There is a pricing committee with a published cadence.
- Quote-to-cash systems reflect the current pricing model.

Next step

- Fail more than five checks and repricing without rearchitecting will regress.
- Discuss a pricing engagement: strategizes.pro/contact