



Y3.31

BUSINESS CONCEPT
/Revenue Model**WORKSHEET**

v1.9

Intention

Deciding on the right pricing of the company's products and services will help to get and keep customers.

By offering several price plans with different price levels and different features or services included we can attract customers with different needs and budgets.

Process

Start by listing your company's products and services.

Continue by deciding which units are best for invoicing the product or service to both make the price seem right to the customer and to make the right income. Use the checklist for inspiration.

Finish by exploring for each product the options for having different price plans with different features or service levels included with the product.

Next Step

- Update product sheets, websites and price lists with any changes to the price plans.
- Make a plan on which customer groups to target with each price plan.
- Communicate changes to customers.

Licensed to:

Developed by:



Price Plans

Decide on different pricing for variations of products and services

**✓ CHECKLIST: INVOICING UNITS**

Products	Services	
Per item	Per hour	Per month/quarter
Per weight	Per day/week	Per user
Per package	Per event	Per incident

PRODUCT OR SERVICE	UNITS FOR INVOICING	PRICE PLANS		
		MINIMUM	STANDARD	MAXIMUM
	Features or services included:			
	Features or services included:			
	Features or services included:			

Date:

Name:

Company: