

10 Questions to Ask When Pricing Your SaaS Product

This is an extra resource to go along with the original article:

[How to Price Your SaaS](#)

- 1. Who is the target customer for this product and why?** (List their basic demographics and pain points.)
- 2. How will this customer find you?** (The marketing channel influences the acquisition cost.)
- 3. Who are our top competitors and why?**
- 4. How much do our competitors charge for comparable features?**
- 5. How are we different/ superior to our competitors?**
- 6. How will you position your SaaS product against your competitors?**
- 7. What is your anticipated average customer lifespan?**
- 8. What pricing model will your customers prefer?** (ex. flat fee, per user, per feature, a la carte)
- 9. How much do your current customers pay?** (Instead of conducting market surveys, test prices with a limited enrollment.)
- 10. What are your pricing goals?** (i.e. to increase profit, to sell more products, to increase profit margin)