How to Raise Prices:
A Cheatsheet for SaaS Businesses

This is an extra resource to go along with the original article:
[3 Retention Strategies That You're Probably Not Using](#)

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1. Raise your price after you know that your customer is happy with your current service. Provide stellar customer service in the months leading up to the price increase and be sure that you're checking in with your customers to ensure that they're still getting value from your service.

2. Focus on your benefits, instead of your features. Show them how your app saves them time and money. Don't sell the mattress, sell the good night's sleep.

3. Include social proof with your notice of a price increase. Share how others have benefitted from your service. Instead of sharing reviews like "I love this product," give meatier testimonials like "My productivity has increased by 165% over the last 3 months because of XYZ product."

4. Test the waters and raise prices with your newest customers first. After you've successfully increased prices with your new converts, inform your older customers of the new price.

5. Use your price increase to incentivize pre-payment. Encourage your customers to pay ahead and lock in the lower cost.

6. Be ready for a few complaints about your price increase. Some people won't agree to a higher price and it's okay to let them go. But be prepared with a list of reasons why you're increasing your prices (i.e. to provide better service).