

# 10 Best Practices for Designing Your B2B SaaS Pricing Page

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

[B2B SaaS Pricing Strategies You Need to Know](#)

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1. Keep the design simple. Minimize bells and whistles and opt for a clean design that doesn't distract the reader.
2. Highlight the most important features. Lead with the features that ultimately sell your product.
3. Use a pricing table to clearly distinguish the differences between packages, if applicable.
4. Explain which customer persona would benefit from each package. (For example, include a note like, "This plan is perfect for small teams.")
5. Put a spotlight on the one specific plan that you'd like to sell.
6. Add social proof to your pricing page. Testimonials are persuasive and trust building.
7. Keep your options simple. Readers should clearly understand the features and value for each offering if you have multiple offers.
8. Consider including an FAQ section or a live chat feature on your pricing page to offer immediate answers and reduce friction.
9. Use an urgent call to action, such as "buy now" or "try for free" to encourage immediate sign-up.
10. Automatically convert the currency to serve customers who use your service from other countries.