Pricing Options Worksheet | 1 of 3

Nichecraft | Compare options around buyer value and delivery

How to use: Print one copy per product or buying context. Compare draft options using buyer evidence and your own delivery costs. No price or discount benchmark is assumed.

Niche / context: _____

Option A: buyer: Who uses it? Who owns or approves the budget?

_____

Option A: value: What recurring job or customer value does it support?

_____

Option A: unit: What unit follows value as use changes? (organization / seat / location / workflow / usage / other)

_____

Option A: alternatives: What alternatives, workarounds, or current process will this buyer compare?

_____

Option A: price / cost: Draft price and billing period:

_____

Support / infrastructure / implementation / service costs to serve:

_____

Option B: buyer: Who uses it? Who owns or approves the budget?

_____

Option B: value: What recurring job or customer value does it support?

_____

Option B: unit: What unit follows value as use changes? (organization / seat / location / workflow / usage / other)

_____

Option B: alternatives: What alternatives, workarounds, or current process will this buyer compare?

_____

Option B: price / cost: Draft price and billing period:

_____

Support / infrastructure / implementation / service costs to serve:

_____

Option C: buyer: Who uses it? Who owns or approves the budget?

_____

Option C: value: What recurring job or customer value does it support?

_____

Option C: unit: What unit follows value as use changes? (organization / seat / location / workflow / usage / other)

_____

Option C: alternatives: What alternatives, workarounds, or current process will this buyer compare?

_____

Option C: price / cost: Draft price and billing period:

_____

Support / infrastructure / implementation / service costs to serve:

_____

Compare options for the same buyer and job where possible. Record assumptions separately from observed buyer needs.

Pricing Options Worksheet | 2 of 3

Nichecraft | Make plan differences operational

How to use: Use one row per plan. Describe a difference in workflow, capacity, support, or control that a buyer can recognize. Do not add a tier difference just to create a higher price.

Buyer / product: _____

Plan A:
Buyer / fit: _____
Workflow: _____
Capacity: _____
Support: _____
Control / access: _____
Price / period: _____
Cost to serve: _____

Plan B:
Buyer / fit: _____
Workflow: _____
Capacity: _____
Support: _____
Control / access: _____
Price / period: _____
Cost to serve: _____

Plan C:
Buyer / fit: _____
Workflow: _____
Capacity: _____
Support: _____
Control / access: _____
Price / period: _____
Cost to serve: _____

Step-up reason: Which additional workflow, capacity, support, or control warrants the next plan? Who needs it?

_____
_____

Delivery check: Who will deliver and support that difference? What work or cost changes?

_____
_____

Review:
[ ] A buyer can tell which plan fits
[ ] Each difference reflects real product or service work
[ ] Support and delivery costs are considered

Pricing Options Worksheet | 3 of 3

Nichecraft | Review monthly and annual terms

How to use: Compare the same plan, scope, and service period. No annual discount is assumed. If you offer one, show the actual amounts and make the saving intentional.

Chosen plan / buyer: _____

Recurring value: What value does the customer receive across the term? What recurring job or event supports it?

_____

_____

Comparison scope: Plan, limits, and services included:

_____

Monthly option: Monthly amount / currency: _____

Twelve monthly payments at this scope (monthly amount x 12):

_____

Annual option: Full annual amount billed / currency: _____

Difference from twelve monthly payments, if any: _____

Payment timing: [ ] upfront [ ] installments [ ] other: _____

Discount choice: [ ] No annual discount offered [ ] Offered intentionally [ ] Still deciding

If offered, why does the actual saving fit customer value, cost to serve, and your cash-flow choice?

_____

_____

Renewal terms: Renewal date / term: _____

Auto-renewal and notice deadline: _____

Manage / cancel: Where can the customer change or end the plan? When must they act? What happens to access or any refund?

_____

_____

Before purchase:

[ ] Monthly and annual totals are comparable at the same scope

[ ] Full amount and payment timing are clear

[ ] Renewal, plan management, and cancellation terms are clear

Use your own buyer observations and delivery costs. This worksheet does not set a recommended price or discount benchmark.