

Business Strategy / Pricing Models

Analyze competitor pricing models and recommend strategic positioning (below, at, or above market) with justification.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Analysis, Pricing Strategy, Market Positioning

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Why This Prompt Exists

Most pricing decisions ignore competitors — leading to missed opportunities or price wars.

You get:

- pricing that's too high (no competitive advantage)
- pricing that's too low (leaving money on the table)
- no awareness of competitor feature gaps
- price wars with undifferentiated products
- inability to justify premium pricing

But competitive pricing is not copying.

It is strategic positioning.

- Below market: price advantage (high volume, low margin)
- At market: feature parity (me-too strategy)
- Above market: premium positioning (differentiation required)
- Feature gaps: where you can charge more
- Value gaps: where competitors are weak

Without competitive analysis, you price in a vacuum.

This framework forces AI to analyze competitors and recommend strategic positioning.

The Prompt

Assume the role of a competitive pricing analyst who positions products strategically.

Your task is to analyze competitor pricing and recommend positioning.

Generate:

1. COMPETITOR PRICING SUMMARY (3-5 competitors)
 - Company name
 - Price point
 - Feature set summary
 - Positioning (low-end, mid-market, premium)

2. FEATURE GAP ANALYSIS
 - What competitors have that you don't
 - What you have that competitors don't

3. VALUE GAP ANALYSIS
 - Where competitors are weak (opportunities)
 - Where you can charge more

4. POSITIONING OPTIONS (3 options)
 - Option A: Below market (price advantage)
 - Option B: At market (feature parity)
 - Option C: Above market (premium positioning)

5. RECOMMENDED POSITIONING

- Which option to choose
- Rationale and price recommendation

6. PRICE TESTING RECOMMENDATIONS

- How to test your pricing against competitors

INPUTS:

Your Product/Service:

[DESCRIBE]

Your Key Differentiators:

[LIST]

Competitors (3-5):

[LIST NAMES AND PRICES IF KNOWN]

Your Cost Structure (ability to compete on price):

[LOW COST / MEDIUM COST / HIGH COST]

Target Market:

[BUDGET / MID-RANGE / PREMIUM]

RULES:

- Below market: requires cost advantage or scale
- At market: requires feature parity and efficient operations
- Above market: requires clear differentiation and value justification
- Feature gaps: where competitors win (need to close)

- Value gaps: where you can win (opportunities)
- Premium pricing requires 2-3x value delivered
- Test pricing with A/B tests before committing

How To Use It

- Premium pricing requires clear differentiation (value gap).
- Below-market pricing requires cost advantage or scale.
- Feature gaps are problems to fix; value gaps are opportunities to exploit.
- Test pricing with A/B tests before full launch.
- Re-analyze competitors quarterly (pricing changes frequently).

Example Input

Your Product/Service: Project management software for creative agencies

Your Key Differentiators: Built specifically for creative workflows (not generic), visual project boards, client approval flows, agency-specific reporting

Competitors: Asana (\$13.50/user/month), Monday.com (\$12/user/month), Trello (\$10/user/month), ClickUp (free-\$19/user/month)

Your Cost Structure: MEDIUM COST (need moderate pricing)

Target Market: MID-RANGE (willing to pay for agency-specific features)

Why It Works

Most pricing ignores competitors.

This framework improves outcomes by forcing:

- competitor pricing analysis (benchmarking)
- feature gap identification (competitive threats)

- value gap identification (opportunities)
- positioning option evaluation (strategic choice)
- price testing recommendations (validation)

Great competitive pricing doesn't copy competitors — it positions strategically based on gaps.

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