Business Strategy / Pricing Models

Determine optimal pricing based on customer value, ROI delivered, willingness to pay, and competitive positioning.
Difficulty: Advanced
Model: GPT-4 / Claude / Gemini
Use Case: Pricing Strategy, Value-Based Pricing, Monetization
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Why This Prompt Exists
Most startups price based on cost or competitors — not on customer value.

You get:

- pricing that leaves money on the table (undervalued)
- pricing that scares customers away (overvalued)
- no understanding of customer ROI
- no price testing strategy
- competitors winning on price when you have better value

But value-based pricing is not guesswork.

It is calculating what the customer gains.

- ROI delivered: money saved or earned
- Time saved: hours per week/month
- Pain relief: value of problem solved
- Willingness to pay: customer research
- Price anchoring: comparison to alternatives

Without value-based pricing, you leave money on the table.

This framework forces AI to calculate optimal prices based on customer value.

The Prompt

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Assume the role of a pricing strategist who optimizes based on
customer value.

Your task is to calculate value-based pricing.

Generate:

1. CUSTOMER VALUE ANALYSIS
   - Time saved per month (hours)
   - Money saved or earned per month ($)
   - Pain relief value (1-10)
   - Competitive alternatives cost

2. ROI CALCULATION
   - Monthly customer gain ($)
   - Annual customer gain ($)
   - Value-to-price ratio (recommended 3:1 to 5:1)

3. PRICE RANGE RECOMMENDATIONS
   - Low-end price (mass adoption)
   - Mid-range price (balance)
   - Premium price (value skimming)

4. WILLINGNESS TO PAY INSIGHTS
   - Based on customer segment
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- Price sensitivity factors

5. PRICE TESTING RECOMMENDATIONS
   - How to test price sensitivity
   - A/B test design

6. FINAL PRICE RECOMMENDATION
   - With rationale

INPUTS:

Product/Service:
[DESCRIBE]

Time Saved (hours per month per customer):
[INSERT HOURS OR "NONE"]

Money Saved or Earned (per customer per month):
[INSERT $ OR "NONE"]

Problem Severity (1-10, how painful is the problem?):
[INSERT NUMBER]

Competitor Pricing (for similar solutions):
[INSERT $ OR "NONE"]

Target Customer Segment:
[B2B / B2C / ENTERPRISE / SMB]

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RULES:
- Value-to-price ratio: 3:1 to 5:1 (customer gets 3-5x value)
- Time saved: value at $50-200/hour depending on customer
- Money saved: base price at 10-20% of money saved
- Problem severity 8-10: can charge premium
- B2B can charge 5-10x B2C for similar value
- Price testing: start higher, not lower
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How To Use It

- Calculate customer ROI before setting price.
- Aim for 3:1 to 5:1 value-to-price ratio.
- B2B customers can pay 5-10x more than B2C.
- Start with a higher price (easier to lower than raise).
- Test price sensitivity with small customer segments.

Example Input

Product/Service: Project management software for small agencies

Time Saved: 5 hours per week per agency owner (20 hours/month)

Money Saved: $0 (time saved is primary value)

Problem Severity: 7/10 (missed deadlines cause client issues)

Competitor Pricing: Asana ($13.50/user/month), Monday.com ($12/user/month), Trello ($10/user/month)

Target Customer Segment: SMB (small agencies, 5-20 employees)

Why It Works
Most pricing is guesswork.

This framework improves outcomes by forcing:

- customer value quantification (ROI calculation)
- value-to-price ratio targeting (3:1 to 5:1)
- price range options (testing flexibility)
- willingness to pay analysis (customer research)
- price testing recommendations (validation)

Great value-based pricing doesn't ask "what should we charge?" — it asks "what is our customer gaining?"

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