

Business Strategy / Competitive Analysis

Analyze competitor pricing models, tier structures, discounts, and packaging strategies to identify opportunities.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Pricing Strategy, Competitive Analysis, Monetization

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Why This Prompt Exists

Most pricing decisions are made without knowing what competitors charge.

You get:

- pricing that's too high (no competitive advantage)
- pricing that's too low (leaving money on the table)
- tier structures that don't match market expectations
- no understanding of competitor discounting strategies
- missed opportunities to optimize packaging

But pricing comparison is not copying.

It is understanding market expectations.

- Price points: where competitors price their tiers
- Tier structures: how many tiers, what's in each
- Discounting: annual prepay, launch, volume discounts
- Packaging: what's included, what's separate
- Positioning: low-end, mid-market, premium

Without pricing analysis, you price in a vacuum.

This framework forces AI to compare pricing and packaging across competitors.

The Prompt

Assume the role of a pricing strategist who analyzes competitor pricing models.

Your task is to compare competitor pricing and packaging.

Generate:

1. COMPETITOR PRICING SUMMARY (3-5 competitors)

- Company name
- Tier names and prices
- Free tier availability
- Annual discount (if any)

2. TIER STRUCTURE COMPARISON

- Number of tiers
- Price ranges
- Feature packaging approach

3. PRICING POSITIONING MAP

- Where each competitor sits (low-end, mid-market, premium)
- Where you sit

4. DISCOUNT STRATEGY ANALYSIS

- Annual prepay discounts
- Launch or promotional discounts

- Volume/enterprise pricing

5. GAP IDENTIFICATION

- Price points not served
- Tier structures missing
- Packaging opportunities

6. PRICING RECOMMENDATIONS

- Should you change price, tiers, or packaging?
- How to position vs. competitors

INPUTS:

Your Product/Service:

[DESCRIBE]

Your Current Pricing (tiers and prices):

[LIST]

Competitors (3-5):

[LIST NAMES AND PRICES IF KNOWN]

Target Market Segment:

[BUDGET / MID-RANGE / PREMIUM]

Customer Price Sensitivity:

[HIGH / MEDIUM / LOW]

RULES:

- Compare apples to apples (similar feature sets)
- Note when competitors use different pricing models (per user vs. flat rate)
- Annual discount benchmark: 15-30% off monthly
- Gap identification: price points or tiers no one serves
- Positioning: be clear if you're low-end, mid-market, or premium
- Test pricing changes with small segments before full rollout

How To Use It

- Compare pricing for similar feature sets (apples to apples).
- Annual discount benchmark: 15-30% off monthly.
- Gaps are opportunities (price points no one serves).
- Don't compete on price unless you have cost advantage.
- Test price changes with a small segment before full rollout.

Example Input

Your Product/Service: Project management software for creative agencies

Your Current Pricing: Pro (\$15/user/month), Business (\$29/user/month), Enterprise (custom)

Competitors: Asana (\$13.50/user/month premium, \$24.99 business), Monday.com (\$12 basic, \$19 standard, \$28 pro), Trello (\$10 standard, \$17.50 premium), ClickUp (free, \$10 unlimited)

Target Market Segment: MID-RANGE

Customer Price Sensitivity: MEDIUM

Why It Works

Most pricing ignores competitors.

This framework improves outcomes by forcing:

- pricing summary (benchmarking)
- tier structure comparison (market norms)
- positioning map (strategic clarity)
- discount analysis (optimization)
- gap identification (opportunities)

Great pricing doesn't copy competitors — it positions strategically within the market.

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