SEGMENT YOUR FEATURES

Webinar

Mastering Usage–Based Pricing:
Strategies for B2B SaaS Success

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All You Can Eat

Customers are charged a fixed monthly or annual fee for access to the SaaS product. This model is straightforward and easy for customers to understand.

- Feature 01
- Feature 02
- Feature 03

Price $$$

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Functional Package

Prices are based on a predetermened bundle of features combined into a functional package.

Construction

- Feature 01
- Feature 02
- Feature 03

Price $$$

Carpeting

- Feature 01
- Feature 02
- Feature 03

Price $$$

Electricity

- Feature 01
- Feature 02
- Feature 03

Price $$$

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Good - Better - Best

In this model, customers can choose from different pricing tiers based on their needs. Higher tiers often offer more features, users, or resources.

Good

· *Feature 01*

Price $

Better

· *Feature 01*
· *Feature 02*

Price $$

Best

· *Feature 01*
· *Feature 02*
· *Feature 03*

Price $$$

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Mix Functional - Platform

A lot similar to Functional package. Customer buys base platform and is given a choise to upgrade it with predetermened functional packages.

Platform

Construction

· Feature 01
· Feature 02
· Feature 03

Price $$$

Carpeting

· Feature 01
· Feature 02
· Feature 03

Price $$$

Electricity

· Feature 01
· Feature 02
· Feature 03

Price $$$

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Configure Your Own

Customized pricing based on the specific needs and scale of customers. Enterprise-level customers often negotiate pricing based on factors such as the number of users, integration requirements, and additional support etc.

Module 01	Module 02
Module 03	Module 04
Module 05	Module 06

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LFKA Model

or Leader Filler Killer Analysis

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LFKA

This can be used as a guide to map your features into certain categories of importance. The thing everybody comes to you for is a Leader, a Lead feature that without it, the product is nearly useless. Fillers are things that compliment that or more features. Features that maybe make you stand out from competitors, nice additions to your main service. And Killers are things you probably need to have, but should not charge for as it results into arguments with your customer and pointless pricing discussions.

Filler

Leader

Killer

Premium Filler

Premium leaders / Add-ons

Add-ons

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