



More than services. Not just software.

Our Approach.

Define the Value.

Eliminate the guesswork. Build smarter pricing models, anchored in historical deal data, actual buying behavior, and value—not fluff like simply sending “willingness to pay” surveys. We’ll help you define license metrics, packaging, and pricing that scale.

Deploy with Precision.

No more risky rollouts. LevelSetter lets you simulate, validate, and tune pricing strategies before they hit the field—ensuring adoption and minimizing disruption.

Defend the Price.

Pricing isn’t finished after launch. With LevelSetter, you can track live behavior, spot risks, optimize discounting, and empower your team to quote confidently and protect margin.

Software-led. Expert-backed.

SPP is built by SaaS execs who’ve sat in your seat. We’ve helped companies go from stalled growth to breakout performance—like \$22M to \$400M ARR. Every win we’ve delivered is powered by a smarter system: real experts, real data, and a real platform that scales with your business.



We couldn't get there without SPP's curiosity and willingness to learn our business.”

– Walker White, President, BDNA

YEARS OF EXPERIENCE

44 Years

Pricing software
for 44 years.
And counting.

DOLLARS ANALYZED

\$481B+

Total amount of
new business and
renewal transaction
dollars analyzed.

DISCLOSED EXIT VALUE

\$123B+

We help drive
profit to enable
premium valuation.

Who we help.

B2B SaaS companies with \$10M+ ARR, a direct sales team, and the drive to grow. If you're done guessing and ready to start optimizing, we're built for you. Whether you're PE-backed, IPO-bound, or somewhere in between, we'll help you make pricing a profit engine—not a barrier.

With you until you get results.

We're not a traditional consultancy here to sell you a deck and disappear. And we don't just model your future in Excel. We're here to help you sell smarter, grow faster, and price with purpose.

View our Portfolio:
softwarepricing.com/portfolio/

Lead with LevelSetter.
Back it with expertise.
Win with both.

Redefining how software companies price.

SPP combines unrivaled pricing expertise with a continuous monetization platform – LevelSetter – to help you optimize revenue in real time. And we're the only one doing it remotely close to this. While others rely on spreadsheets, guesswork, or generative AI hallucinations, we bring machine learning, data-driven clarity, and seasoned judgment to every decision. Pricing isn't a one-time event, it's a living system. And we help you own it.

Beyond fast. No spreadsheets. No guesswork. Just profits. No other platform comes close.

LevelSetter is how you scale.