



Choosing the Right Pricing Partner:

7 Questions That Actually Matter.

Too many pricing buyer's guides read like they were written from the outside looking in. For sure they cover the basics. What to ask, how to compare, how to vet a firm. But most of the ones we've seen miss the real challenge: **Choosing someone you can trust with the very heartbeat of your business.**

How do you do that? First, we say forget the templated RFP and boiler-plate, "tick-the-box" evaluations. And focus instead on asking better questions. We think the seven we've gathered here can go a long way toward helping you find a pricing firm built for the way software companies operate now. Obviously we're biased. That's how guides like these work, and we know you know that. But we also know we've been doing this a long time, and have absolutely nothing to hide.

Please check this out, and let us know if you have any questions. We'd love to talk more. Here we go.



1.

Am I looking for a consultant or a pricing partner?

The difference matters. A consultant gives you advice, then walks away. A true pricing partner works with you end-to-end. A partner doesn't just recommend a pricing model. They help you deploy it, validate it, and refine it based on what actually happens in the field. A true pricing partner stays in the work, because pricing isn't static. It's dynamic, and success depends on what comes after the rollout.

At SPP, we combine proprietary software and unparalleled expertise to help you price within a complete, defensible, and repeatable pricing program. That proprietary software we mentioned? It's called LevelSetter, and we think of it as a continuous monetization engine. One that lets you model strategies, simulate rollout risks, and track how every deal behaves over time. You get real-time insight into line-item impacts, discounting behavior, and post-launch friction. So you can respond, not react.

This is why we don't hand off spreadsheets. We give you a quoting engine, built into the platform. We don't just suggest a price. We calculate it, schedule it, and manage it at scale. And we don't disappear after delivery. We sculpt, iterate, and optimize with you, week after week, so your pricing doesn't just look good in theory. It performs in market.



- ✓ Provides both Consulting & Technology to support your pricing
- ✓ Continuously optimize and improve pricing using real-time data
- ✓ Quickly validate the impacts of price changes before deploying live
- ✓ Gain unprecedented insight to post-rollout issues using LevelSetter
- ✓ Build discounting into the model and analyze deal behavior over time
- ✓ Sculpt with our experts, get your new API key, and update global pricing within the hour
- ✓ Model different monetization approaches for maximum profitability
- ✓ Real-time, cloud-based quoting engine – no more rogue spreadsheets
- ✓ Automatically calculate line-item level impacts on pricing changes, saving your finance teams hundreds of hours of Excel work
- ✓ Determine an optimized, scheduled net price for every combination of products and services you sell, at any volume of purchase

2.

Do they have **real** software leadership experience?

SaaS pricing isn't a theoretical exercise. It's operational. It involves your finance lead, your marketing team, your product roadmap. Then it gets put through the paces by your sales team. So, who do you trust to guide that? A generalist consultant who's never had to stand behind pricing decisions, or someone who's carried the quota, owned the GTM motion, and made pricing work under pressure?

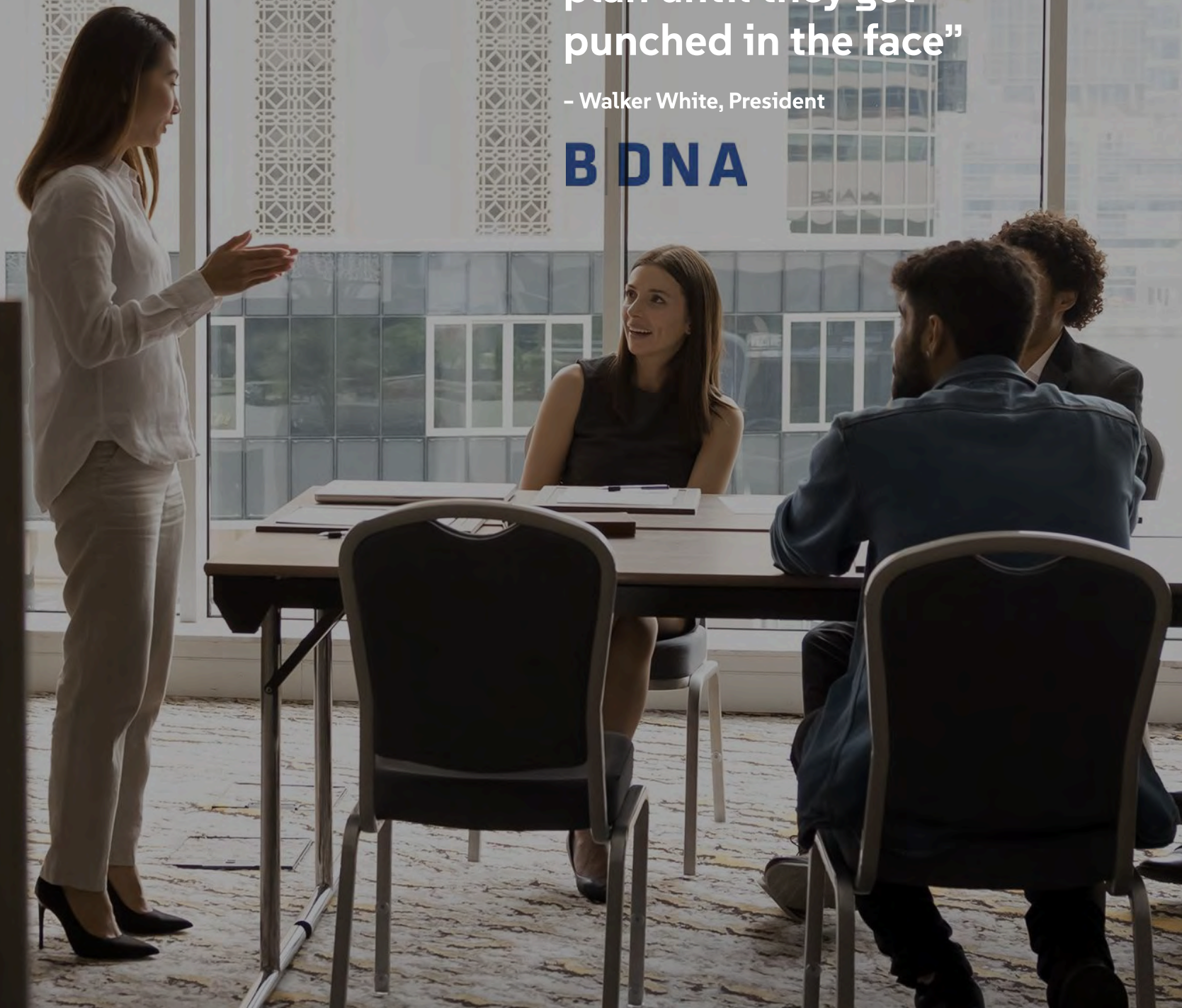
SPP was built by SaaS execs who've been in that seat. We've gone from stalled to scaling. We've launched new models, defended them in the field, and coached sales teams through the turbulence. We didn't learn pricing from frameworks. We learned it by doing. Since the days of the dongle. That judgment shows up in every engagement.

And we back it all with LevelSetter, our continuous monetization platform that helps companies define smarter pricing models, deploy them with confidence, and defend them in the field using real transaction data and live feedback.

“It helps that SPP has walked in our shoes; it's not a theoretical exercise. As Mike Tyson says, “everyone has a plan until they get punched in the face”

- Walker White, President

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Deeper dive



DEEPER DIVE A:

LevelSetter is one of one.

Along with our expertise, LevelSetter is the **co-foundation of our approach**. It's not a toolkit or a dashboard. It's a dynamic SaaS pricing platform built specifically for software companies that want to treat pricing as a science, a discipline, or a philosophy. Not a one-time fix. It helps you define license models, packaging, and pricing based on real buying behavior. **You have to see it in action. Let's set up a demo.** You'll see how it lets you deploy those strategies safely, using simulation and forecasting to minimize risk. And how it enables you to defend your pricing post-launch, tracking performance in the field, flagging discount erosion, and keeping your teams aligned in real time. That we're proud of it is not the story. The point is we want you to use it. To unlock your next phase of growth.

3.

Do they work from a “one-size-fits-all” playbook?

You’ve probably seen the pitch. Willingness-to-pay surveys, an Excel model, and a PowerPoint full of pricing tiers. It looks smart. It sounds smart. And most of the time, it gets filed away and never used. Smart? Of course not. Think about it. Don’t you have a specific product, market, and revenue engine? Sure there are likely a lot of commonalities with your software and others, but we are positive that your offering is far too specific for cookie-cutter thinking.

One-size-fits-all models miss the nuance. Worse, they often replicate competitor pricing without understanding the rationale.

We built LevelSetter because pricing isn’t something you should duct-tape together. It’s something you should own, practice and continually improve as your product and market evolve. Our platform lets you simulate outcomes, test ideas, and deploy strategies that are specific to your customer. No spreadsheets. No guesswork. Just precision.



4.

Are they a cultural fit?

This one often gets overlooked, but it's way too important to not consider deeply. How a pricing partner communicates, how they move, how they handle tradeoffs, those things matter just as much as their credentials. Do they make your team smarter, or more confused? Do they simplify the complex? Do they teach your teams how to think, or just tell them what to do?

We've seen engagements fail because the team couldn't absorb the methodology. We've also seen the opposite.

Alignment. Clarity. Momentum.

It starts with how well the partner fits your culture, and whether they've designed their process to work with the way your people already operate.

We don't come in with a script.

We come in with a pricing program.

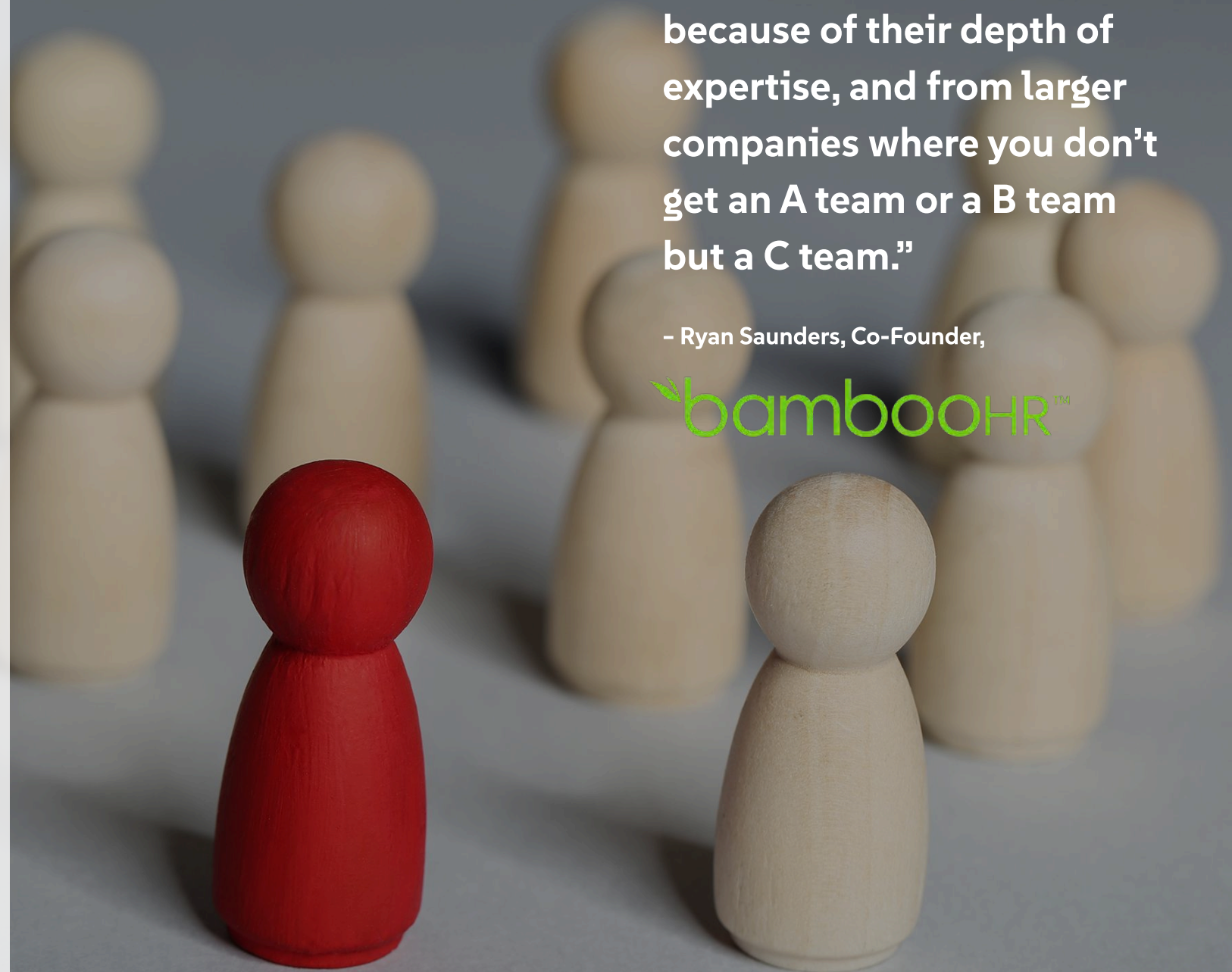
And we stay until it's yours.



We all got excited about this team because of how they operated. They stood out from boutique firms because of their depth of expertise, and from larger companies where you don't get an A team or a B team but a C team."

- Ryan Saunders, Co-Founder,

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5.

Should I put out an RFP?

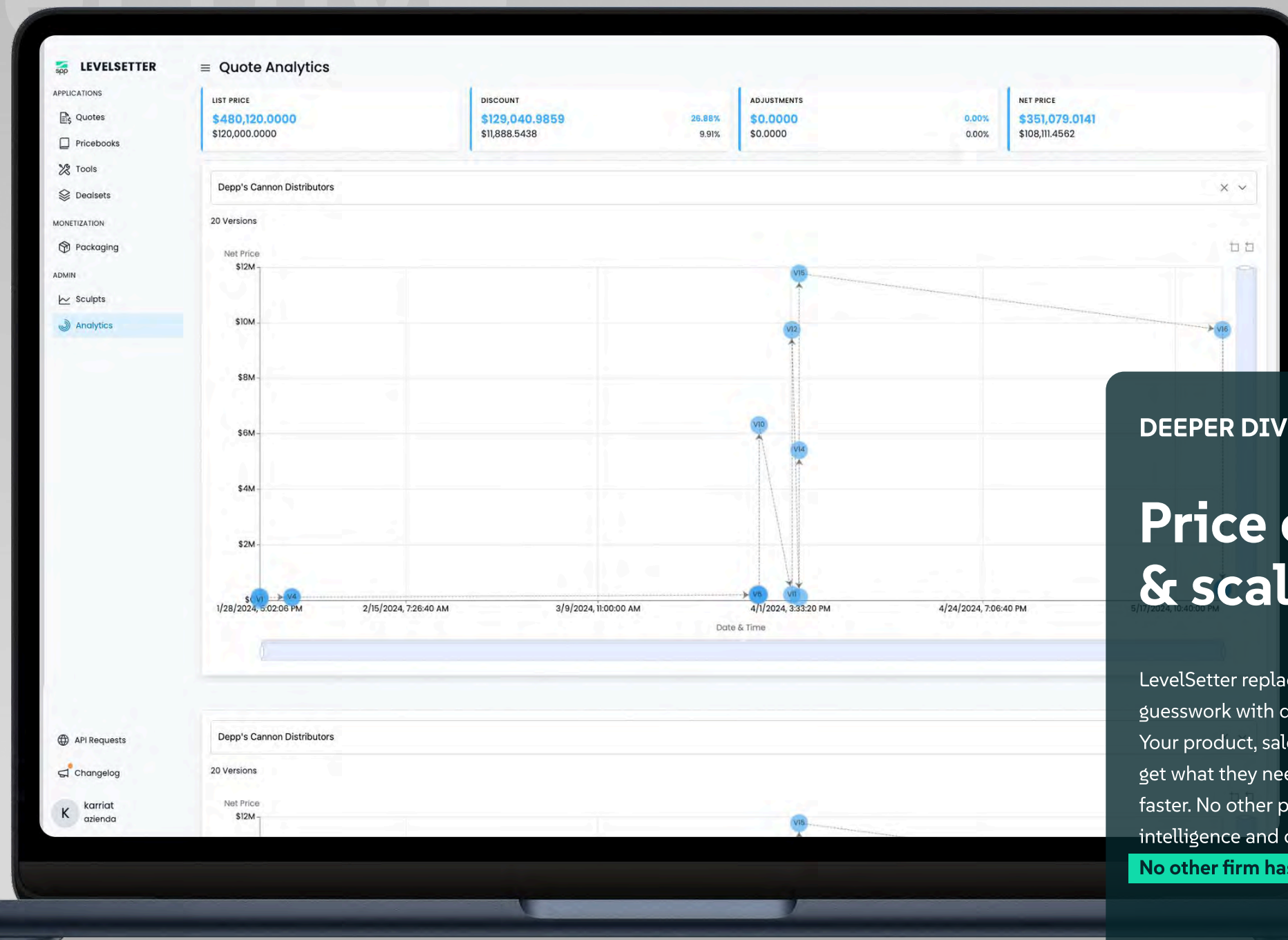
You can, and you might. But if you do, don't stop there. And don't expect it to tell you what matters. Why? In our experience, RFPs flatten nuance. They force vendors to respond with safe, vague answers instead of showing you how they really think. More importantly, they assume you're choosing between interchangeable options. You're not.

There aren't dozens of serious pricing partners in this space. SPP stands alone because we've built real technology, repeatable methods, and amassed an impressive track record of SaaS results. So instead of expecting an RFP to deliver the perfect partner, start by identifying firms whose thinking resonates. Have real conversations. Evaluate their judgment. Look for a signal, not spin.

The fastest way to stall a pricing project is to overcomplicate the selection process. Build momentum while your competitors are still evaluating slide decks.



Deeper dive



DEEPER DIVE B:

Price confidently & scale faster.

LevelSetter replaces static Excel models and guesswork with data-driven clarity and live visibility. Your product, sales, finance, and leadership teams all get what they need to price confidently and scale faster. No other platform brings together software intelligence and operating expertise like LevelSetter.

No other firm has it.

6.

Can I just use AI to generate my pricing?

Not to sound like a broken record here, of course you can use AI to generate pricing. But don't expect it to even come close to helping you profit the way you deserve. And your customers deserve.

Look, we love AI. **We see its value as a great momentum builder and/or gut checker.** If you keep a human closely tied, and prompt it with laser focus, it can be good for giving you starting points. It can spit out competitor-based models and scan your docs for patterns. **What it can't do is interpret sales behavior, coach your reps, or understand how pricing will land inside your org or with your customers and prospects.** It can't make tradeoffs. It can't simulate risk. It can't tell you what to do when things break post-rollout.

Wise pricing decisions require more than output. They require experience, context, and strategy. They require a modern and customizable, repeatable process. LevelSetter uses machine learning to accelerate pricing intelligence, but it's powered by human expertise. **It doesn't replace judgment. It amplifies it.**

If your pricing process today is AI plus Excel, you're not optimizing. You're guessing.



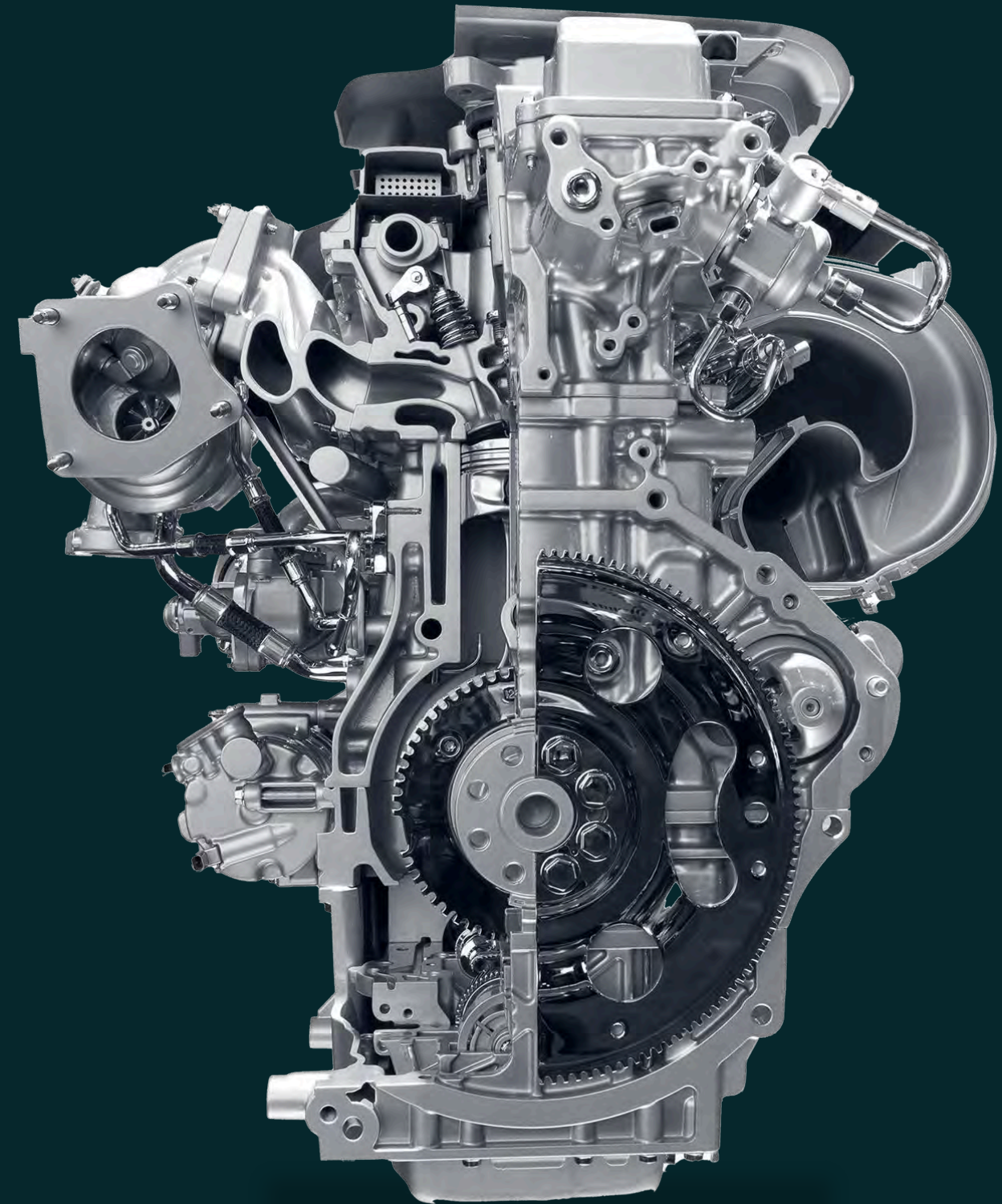
7.

Could we just do this on our own over time?

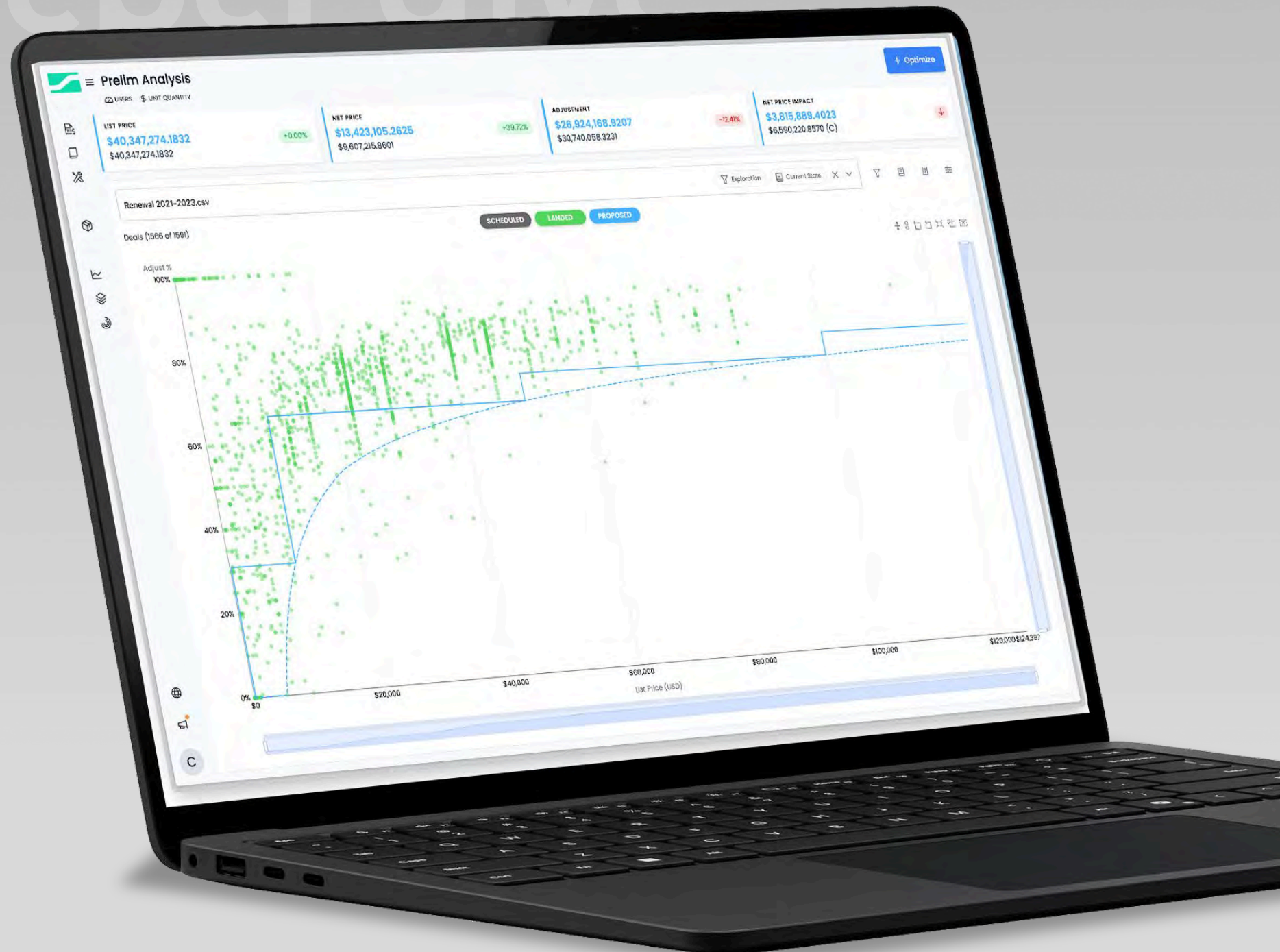
One of the biggest mistakes we commonly see is treating pricing like a project instead of a programmatic capability. You might get to a passable model internally. But without external pattern recognition, specialized tools, and iterative pressure testing, you might land on something that feels right. But not on something that truly works. And certainly nothing that proves how pricing the right way can literally unlock your next phase of growth.

The opportunity cost is real. Every quarter spent waiting to fix pricing is a quarter of missed margin, discounted deals, and slow growth. The companies that outperform don't wait. They engage early. They build pricing systems that evolve as they scale.

That's what LevelSetter is built to do. It helps you design smarter pricing, simulate changes, and adapt in real time. And we stay with you through every stage of the process. Because the first rollout is never the last. And getting pricing right once isn't the goal. The goal is showing you how to consistently own your pricing in a whole new way that changes the game. **Pricing not as an afterthought, but as a profit engine.**



Deeper dive



DEEPER DIVE C:

When is the right time to rethink pricing?

There's no perfect time to revisit your pricing. But there are clear inflection points that make it essential. Launching a new product. Rolling out a major feature. Entering a new market. Navigating an acquisition. These moments can put pressure on your pricing model and expose its cracks. If your pricing starts to feel misaligned, hard to explain, or easy to discount, it's probably time. **The best teams don't wait for a crisis.** They use turning points to evaluate, adjust, and get ahead.

What's the bottom line?

The right pricing partner won't just tell you what you want to hear, help you raise prices or cave to the loudest or most senior voices in the company. They'll help you build confidence in a whole new pricing approach, build alignment across your entire org, and build upside into all of your forecasts.

We're SPP, and we're called Software Pricing Partners for a bunch of very good reasons. We're more than services. Not just software. We lead with LevelSetter. We back it with real expertise, and we stay until it works.

If that's the kind of partner you're looking for, we'd love to talk more.

Checkout softwarepricing.com and [Contact Us](#).

