

Strategic Pricing Review Template

For SME owners reviewing how they price, position, and protect margin

Pricing Snapshot

☐ What are your current prices or fee levels?

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☐ When was the last time you updated your pricing?

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☐ What % of revenue comes from each service/product?

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☐ Are there inconsistencies in how you price similar work?

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Value Audit



What problems do you now solve that you didn't before?

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☐ What tangible outcomes do you deliver to clients/customers?

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☐ Have your services, support, or turnaround times improved?

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☐ Are you pricing based on effort or impact?

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Segmentation Matrix

Segment your services, products, or clients by:



High/Low Margin

Evaluate which offerings provide the highest and lowest profit margins



High/Low Effort

Assess the time and resources required for each offering



Strategic Fit or Long-term Potential

Consider alignment with business goals and future growth opportunities

Use this to highlight where pricing misalignments exist.



Pricing Model Checklist

Which of the following best describes how you currently set prices?



Cost-Plus (Adding a markup on costs)

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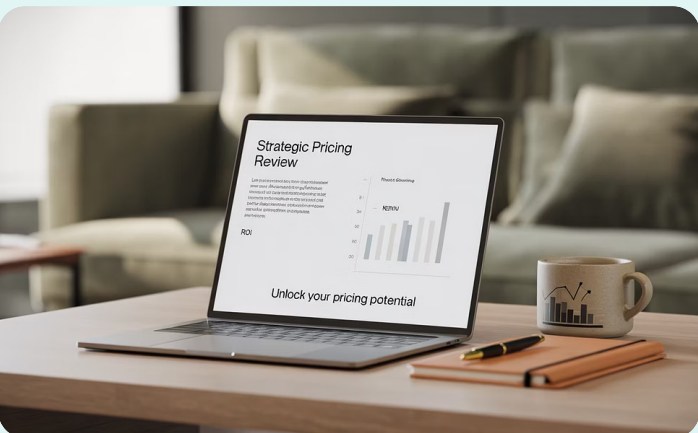
Market-Based (Matching competitors)

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Value-Based (Pricing aligned to client ROI/outcome)

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What might need to shift to support a value-based strategy?

30-Day Action Plan

Test a Price Increase

One price increase to test (new client, product or package): _____

Repackage or Reposition

One client/product to repackage or reposition:

Review Low-Margin Offerings

One outdated or low-margin offering to review/remove: _____

Set Implementation Deadline

Deadline to implement these by:
