

# Pricing Test Planner

Pairs with: Pricing is part of discovery

Test whether price, value, and urgency are aligned.

<b>Founder / team</b>	<b>Account / market / topic</b>	<b>Date</b>
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**When to use it**

Use when free conversations are hiding whether the buyer values the problem enough.

## What this worksheet covers

Value hypothesis	Pricing anchor
Approval threshold	Objection log
Margin check	Next price test

## Questions to answer before you start

What outcome are you pricing? _____ _____ _____	What price will you test? _____ _____ _____
What approval threshold does the price trigger? _____ _____ _____	What objection did the buyer raise and what did it teach you? _____ _____ _____

## Price test

Element	Your answer
<b>Buyer segment</b>	<hr/> <hr/>
<b>Problem/outcome</b>	<hr/> <hr/>
<b>Value hypothesis</b>	<hr/> <hr/>
<b>Test price</b>	<hr/> <hr/>
<b>Pilot price</b>	<hr/> <hr/>
<b>Rollout price</b>	<hr/> <hr/>
<b>Approval threshold</b>	<hr/> <hr/>
<b>What is included</b>	<hr/> <hr/>
<b>What is excluded</b>	<hr/> <hr/>
<b>Decision date</b>	<hr/> <hr/>

## Objection log

Objection	Type	What it means	Action
<b>Too expensive</b>	_____ _____	_____ _____	_____ _____
<b>No budget</b>	_____ _____	_____ _____	_____ _____
<b>Need business case</b>	_____ _____	_____ _____	_____ _____
<b>Need more proof</b>	_____ _____	_____ _____	_____ _____
<b>Timing not right</b>	_____ _____	_____ _____	_____ _____
<b>Risk concern</b>	_____ _____	_____ _____	_____ _____

## Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____	_____ _____

## Decision card

### What this now tells me

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### Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

### Next action

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### Owner

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### Date to review

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