



TRAINING

Mastering Subscription Pricing



Through interactive lectures, peer discussions, and hands-on exercises, you'll learn how to design packaging and monetization models that accelerate growth, build scalable pricing functions, and successfully lead pricing transformations in complex SaaS environments.

*This is a unique opportunity to **elevate your knowledge and apply actionable pricing strategies that create real business impact.***

Subscription Pricing

YOUR PATH TO MASTERING SAAS PRICING STRATEGY

Learning Objectives

This training provides a complete roadmap to:

- **Master** the fundamentals of SaaS pricing and monetization.
- **Create** pricing and packaging strategies your customers will love.
- **Communicate** and implement price changes effectively.
- **Establish** scalable pricing functions and capabilities.
- **Get expert input** on your own pricing challenges.

You'll leave equipped with practical frameworks, real-life case studies, and the tools needed to lead successful pricing initiatives.

For Whom?

This program is tailored for professionals working in:

- Pricing & Monetization Strategy
- Product Management
- Revenue & Commercial Leadership
- Strategy & Transformation
- Finance & Operations

Perfect for B2B SaaS, Fintech, Data Platforms, Subscription-based businesses and Enterprise Tech.

You'll Walk Away With

By the end of this masterclass, you'll have the knowledge and tools to:

- Design **customer-centric pricing and packaging models** that drive both acquisition and expansion.
- Assess **monetization opportunities** across products, segments, and geographies.
- Communicate and implement **pricing changes effectively** across your organization.
- Lead pricing transformation projects in **complex SaaS environments**.
- Establish a **scalable pricing function**, with clear roles, processes, and governance.
- Avoid the most common pricing pitfalls in B2B SaaS and **apply proven frameworks for success**.

You'll leave this training with a solid playbook, practical frameworks, and ready-to-use tools to elevate your pricing strategy and accelerate growth.

APPLY NOW!!!
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PLATFORM.COM

PROGRAM

DAY 1 - Foundations of B2B SaaS Pricing

Pricing Foundations & Key Concepts

- Understand core pricing principles, customer value perception, and typical SaaS pitfalls.

Packaging and Pricing Models

- Learn how to structure offers and pricing models based on customer segments and value.

Volumes, Upgrades and Downgrades

- Explore license design strategies including usage tiers, renewals, and flexibility models.

Price Points

- Set price levels based on verticals, geographies, and positioning in competitive landscapes.

Discounting Strategies & Best Practices

- Build a structured approach to discounting, including governance and clean-up tactics.

Cost & COGS in SaaS

- Understand SaaS cost structures and how they influence monetization and growth strategy.

DAY 2 – Organizational Aspects of SaaS Pricing

Running a SaaS Pricing Project

- Gain a step-by-step framework to plan and execute pricing initiatives effectively.

The SaaS Pricing Function

- Learn how to build and scale internal pricing capabilities, tools, and governance.

Communicating Pricing Changes

- Develop internal and external communication strategies to support pricing rollouts.

Applying What You've Learned

- Put your knowledge into practice through collaborative exercises and real-life cases.

Meet your Trainer!

ULRIK LEHRSKOV-SCHMIDT

Founder & CEO at Willingness To Pay



Ulrik is a global expert in B2B SaaS Pricing with 100+ pricing projects delivered, ranging from \$1,000 to \$10M ACVs.

He works with world-class companies like Microsoft, Samsung, SAP, Bosch, and Volaris Group, and has supported several of the world's largest VC and PE firms.

He's a 3-time founder (3 exits), author of *The Pricing Roadmap* (#1 Amazon bestseller in Sales & Marketing), and holds an MA in Finance from Harvard University.

EPP - PRICING PLATFORM

PRACTICAL INFORMATION

Talk to our team!

If you need help learning more about the program, understanding how it fits your needs, or have any other question, our team is here to assist you.

Contact us
academy@pricingplatform.com

**Online registration:
Quick and Easy!**

REGISTER ONLINE VIA
**[WWW.PRICING
PLATFORM.COM](http://WWW.PRICINGPLATFORM.COM)**

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