

Pricing Power Self-Scoring Worksheet

Instructions: For each statement, score your business today.

0 = Not true at all 1 = Somewhat true 2 = Very true / consistently true

Customer & Problem Focus

Statement	Score (0–2)
We target a clearly defined customer type	_____
We solve a specific, high-value problem	_____
Customers describe the problem as urgent or painful	_____
Losing our solution would cause real disruption	_____

Differentiation & Positioning

Statement	Score (0–2)
We are meaningfully different from competitors	_____
Our differentiation is easy to explain	_____
Customers don't compare us feature-by-feature	_____
We clearly say who we are not for	_____

Value & ROI Communication

Statement	Score (0–2)
We price around outcomes or results	_____
We quantify savings, revenue, or risk reduction	_____
Pricing discussions focus on ROI, not cost	_____
Our price justification is clear and credible	_____

Offer & Packaging

Statement	Score (0–2)
We bundle products and services together	_____
We offer clear tiered pricing options	_____

Higher tiers provide real value differences	_____
Onboarding, setup, or support is monetized	_____

Switching Costs & Stickiness

Statement	Score (0–2)
Customers invest time, data, or process	_____
Value increases the longer customers stay	_____
Switching away would be painful or risky	_____
We are embedded in workflows or decisions	_____

Trust, Credibility & Risk Reduction

Statement	Score (0–2)
We are seen as experts in a niche	_____
Testimonials emphasize results	_____
We actively reduce buyer risk	_____
Customers see us as a safe choice	_____

Comparison Control

Statement	Score (0–2)
We define our main alternative clearly	_____
We anchor pricing to higher-cost options	_____
We explain why cheaper options fall short	_____
We avoid being positioned as a commodity	_____

Scarcity & Access

Statement	Score (0–2)
Our capacity is intentionally limited	_____
Not everyone can buy immediately	_____
Priority access or speed costs more	_____
Demand sometimes exceeds supply	_____

Revenue Model & Commitment

Statement	Score (0–2)
We generate recurring or repeat revenue	_____
Customers commit long-term for value	_____
Loyalty is rewarded more than one-offs	_____
We don't rely solely on new sales	_____

Customer Quality Discipline

Statement	Score (0–2)
We enforce minimum pricing or margins	_____
We turn away poor-fit customers	_____
Discounts are rare and strategic	_____
Best customers are most profitable	_____

Final Score Summary

Total Score (out of 80): _____

Score Interpretation

0–25: Low Pricing Power (volume-dependent)

26–45: Developing Pricing Power

46–65: Strong Pricing Power

66–80: High Pricing Power (price maker)