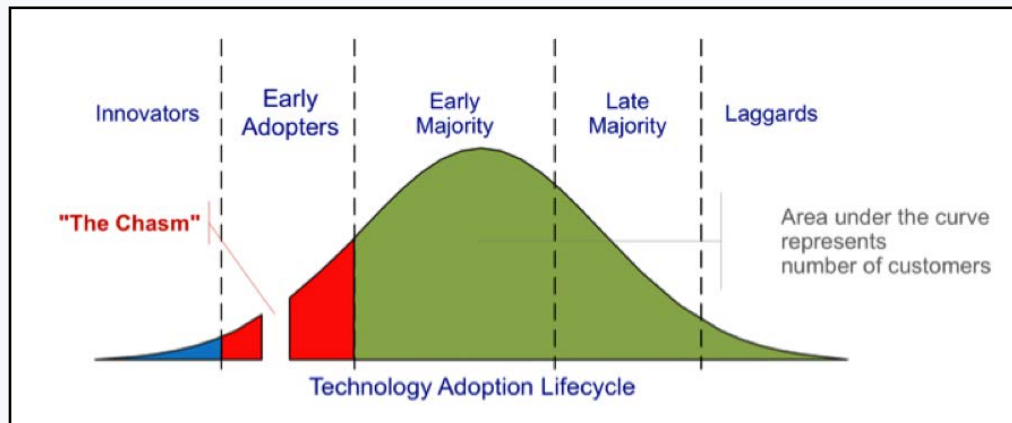


B2B PRICING

Checklist

- I know what part of the technology adoption cycle I am targeting:



- **Innovators:** Don't try to capture this price.
 - **Early Adopters:** Price as high as possible.
 - **Early Majority (Bowling Alley):** Price relative to segment-specific value driver. Align your pricing metrics with these value drivers and with the business model of your clients.
 - **Early Majority (Tornado):** Price based on the value drivers that cross the largest number of segments and manage discounting carefully.
 - **Late Majority:** Go back to niche-specific value drivers and price to dominate the niche.
 - **Laggards:** Bundle your technology into some non-technical service, but still price to capture the value you create.
- I know the economic value of what I am selling.
- I can tie the emotional value to the economic value, aligning value propositions with aspirations.
- I am not in a pure commodity market where I am a price taker. Or I am innovating my way out of this losing position.
- I know where my customers are in their business cycle and what emotional messages will resonate.