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## **Customer Business Case/ROI and Value Pricing - Start-up Package**

What is the value proposition for your product/service to your customers? Can you quantify it? Do you have an ROI tool you can walk your customer thru that shows cost benefit analysis?

How did you determine pricing for your product/service? Have you considered value pricing based on the value you are delivering?

Value Prism Consulting (VPC) has developed a start-up package for early stage companies to help quantify customer ROI and determine value pricing. We use our extensive business case consulting experience to help high-growth companies focus on value selling.

This package will include the following:

- ❖ Initial consultation
- ❖ Initial questionnaire (Client to complete; answers used by Value Prism to generate analysis)
- ❖ Identify and quantify the costs and benefits of the product/service
- ❖ Document customer ROI pitch
- ❖ Prepare simple to use ROI tool OR business value selling deck OR Determine and recommend value pricing based on the customer benefit analysis

**Customer Business Case/ROI and Value Pricing Start-up Package:  
\$10,000**

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