

S A A S A C A D E M Y

FAST PRICING SCORECARD™



PacePricing

FAST PRICING SCORECARD

Is your pricing page costing millions? Score your Pricing Page against the 22 dimensions of the FAST Framework™ and supercharge your conversions.

Good

\$ — /mo.

- Value metric, and
- Key entitlements

Call to Action

- ✓ —
- ✓ —
- ✓ —
- ✓ —

Better

Most Popular

\$ — /mo.

- Value metric, and
- Key entitlements

Call to Action

- ✓ —
- ✓ —
- ✓ —
- ✓ —

Best

\$ — /mo.

- Value metric, and
- Key entitlements

Call to Action

- ✓ —
- ✓ —
- ✓ —
- ✓ —



MEET **BILL WILSON**

Hi, I'm Bill Wilson, the go-to pricing expert for **B2B SaaS founders**.

I've helped **over 400 founders transform** their pricing strategies to unlock more revenue, reduce churn, and accelerate growth.

The **FAST Pricing Scorecard™** is my go-to tool, designed to help you pinpoint where your **pricing page is falling short** and uncover the strategic shifts needed to drive long-term success. With **22 clear, actionable points** across four categories, you'll have a step-by-step framework that improves conversions while aligning pricing with customer value.

Most founders guess at their pricing, **leaving money on the table** and losing customers. With this tool, you'll stop guessing, fix your pricing, and **take control of your growth**.

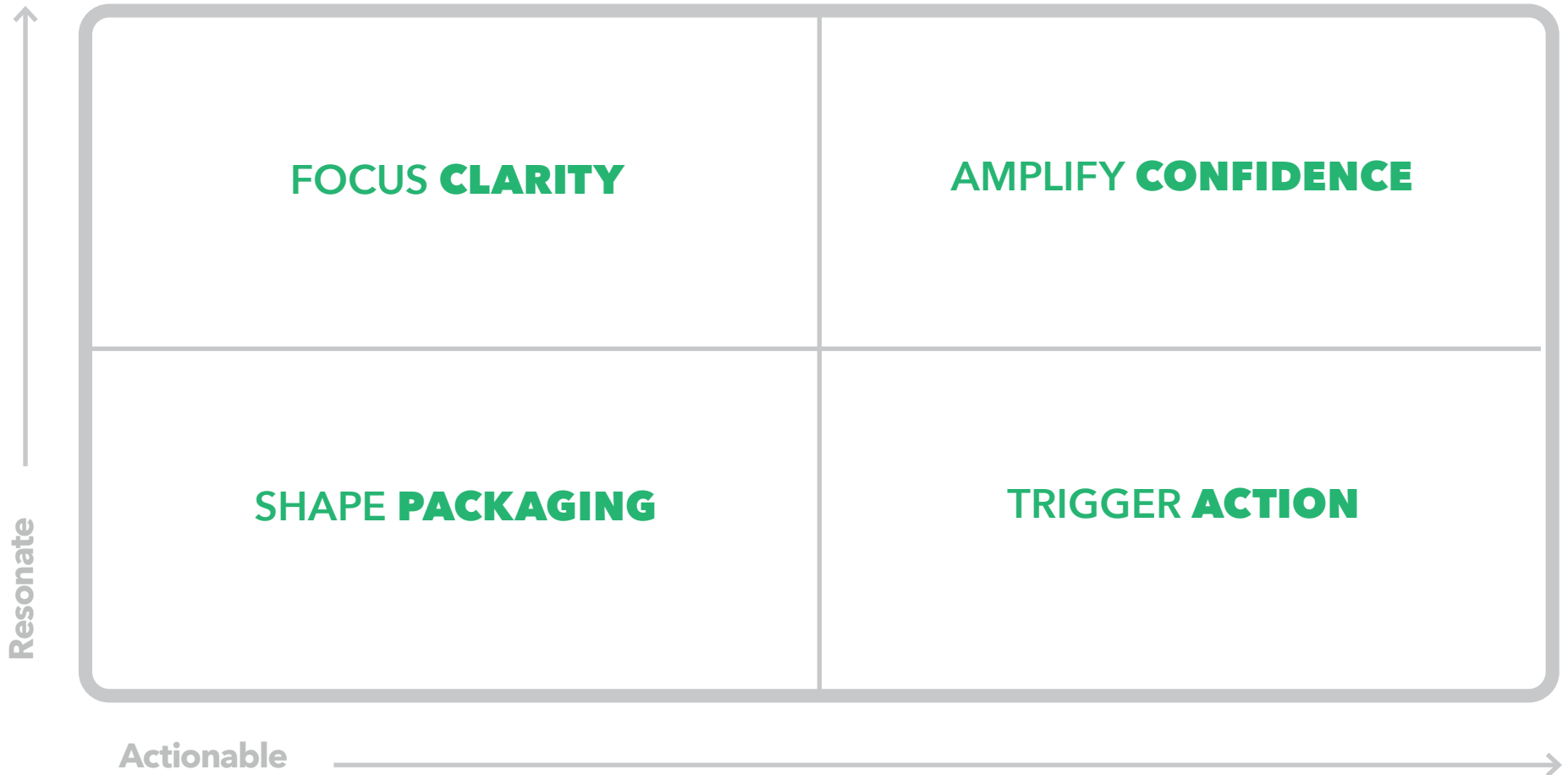
Bill Wilson

Founder of **Pace Pricing** and
B2B SaaS Pricing Expert

[LinkedIn](#) | www.pacepricing.com


SCORE YOUR **PRICING PAGE**

┆ Gut check your Pricing Page using this handy scorecard based on the FAST Framework™.



PRICING PAGE SCORECARD

1 Gut check your Pricing Page. Evaluate against the questions below. Total all checked Yes, then head to next page to review your score.

Total Your Score			pts
<h2>Focus Clarity</h2> <p>Clear who it's for and what they get, without being too clever.</p> <p>Main Page Heading Does the main heading state the product's value clearly? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Package Names Are plan names clear and action-oriented? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Package Sub Headings Does each plan subheading explain who it's for and why? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Feature Descriptions Are they jargon-free and in plain language? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Job to be Done Is it clear what job each plan is doing? <input type="checkbox"/> <small>✓ Yes</small></p>	<h2>Amplify Confidence</h2> <p>Offers social proof and support channels.</p> <p>Page Sub Heading Does it include risk-reversal elements—e.g. free trial? <input type="checkbox"/> <small>✓ Yes</small></p> <p>FAQ Does it cover key pricing and plan questions? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Support Options Can visitors easily access support via multiple channels? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Testimonials Are they personal with name, photo, and company info? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Logos Are they displayed clearly to build credibility? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Reviews Are 3rd party reviews (G2, Capterra) and badges shown? <input type="checkbox"/> <small>✓ Yes</small></p>	<h2>Shape Packaging</h2> <p>Differentiated and leveraging value metrics.</p> <p>Differentiation Are packages clearly differentiated by 3-5 key features? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Feature Comparison Grid Is it present and simple, using sticky headers or lightbox? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Feature List Priority Are the most important features listed first? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Value Metric Is the pricing metric easy to understand and value-based? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Pricing Are pricing units consistent, clear, and usage costs clearly explained? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Annual/Monthly Can visitors easily compare annual vs. monthly options? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Discounts Are discounts clear, with small ones shown as 'months free'? <input type="checkbox"/> <small>✓ Yes</small></p>	<h2>Trigger Action</h2> <p>Consistent, obvious calls-to-action (CTAs).</p> <p>CTA Labels Do they use consistent and persuasive language? <input type="checkbox"/> <small>✓ Yes</small></p> <p>One Main CTA Is there one main CTA, plus at most one for sales/demo? <input type="checkbox"/> <small>✓ Yes</small></p> <p>No Links to Other Pages No links that take users away, (except for feature comparison)? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Obvious CTAs Is the CTA repeated at natural breakpoints (e.g., testimonials)? <input type="checkbox"/> <small>✓ Yes</small></p> <p>Review Your Score on next page </p>

HOW DID YOU DO?

There's always potential for growth and improvement. **Ready to elevate your pricing?**



0-11 points

LOW HANGING FRUIT

Your pricing has considerable room for improvement. By not optimizing key areas, you're potentially missing out on significant revenue opportunities.



12-17 points

ON THE RIGHT TRACK

Your pricing page is on the right track, but there are several areas where improvements can make a big difference. Tweaking these aspects can help you capture more value and increase conversions.



18-22 points

HIGH PERFORMANCE

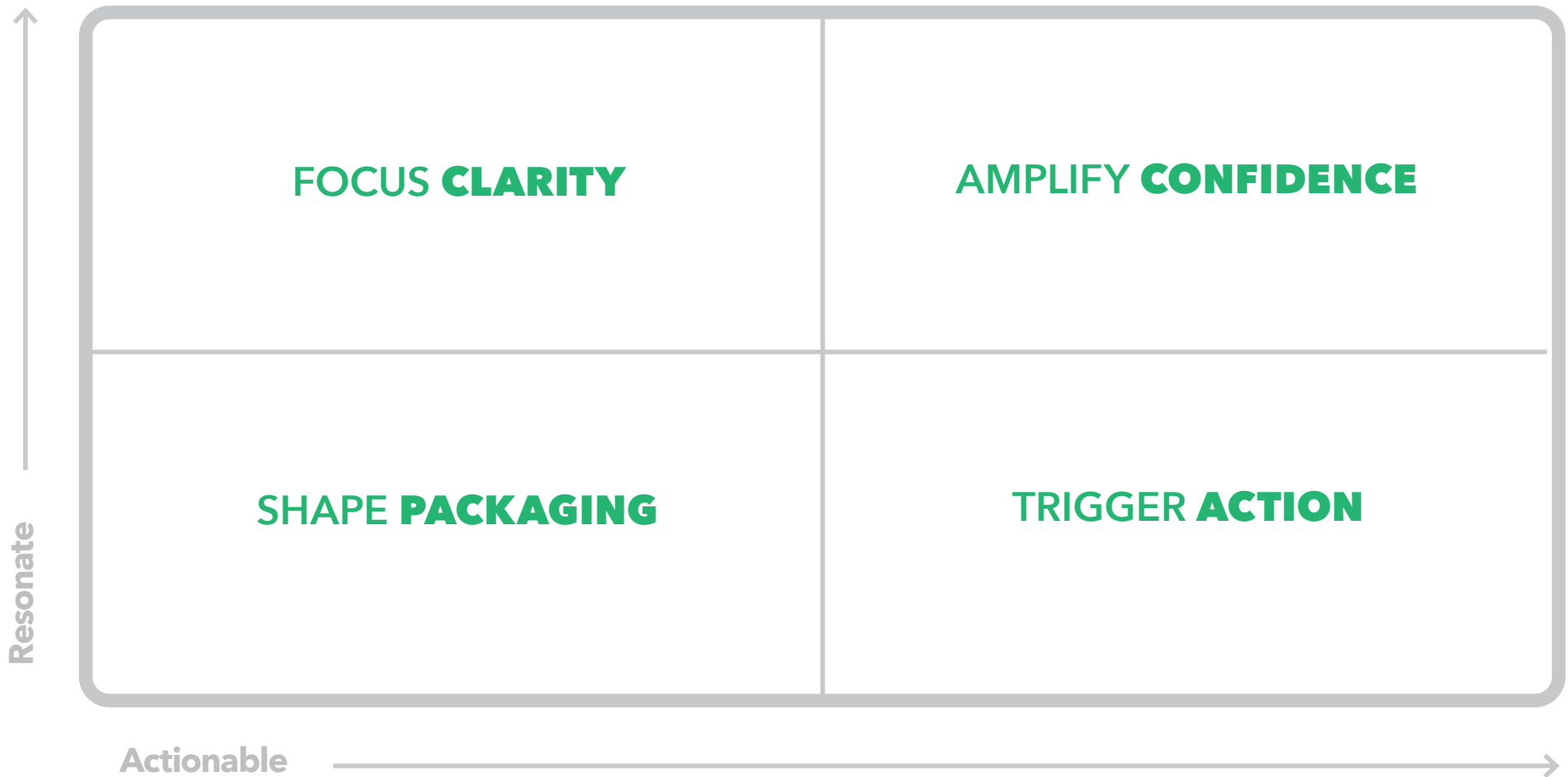
You're doing a fantastic job with your pricing! However, there's always room for optimizations to ensure you're not leaving any money on the table.

The impact of the FAST Pricing Scorecard

Daniel, Founder of a Practice Management SaaS, scored his pricing page, found gaps, and realized his strategy was the real issue. **The result? 28% more revenue, 52% higher ARPU.**

ARE YOU **CONFUSING** POTENTIAL BUYERS?

Follow the FAST Framework™'s 4 building blocks to ensure your pricing page is clear, trustworthy, and drives conversions.



FOCUS CLARITY

Make **what you offer** and **who it's for** immediately clear. When visitors understand **what they get** and it's meant for them, value is perceived easier and they choose the right plan quicker, **leading to more conversions**.

1 MAIN PAGE HEADING

Clearly state your product's main benefit in the heading. This reminds visitors why they're interested and focuses on the value you offer.

2 PACKAGE NAMES

Use clear, action-oriented names for your plans. Avoid generic terms like "Basic" or "Pro." This helps visitors quickly find the option that fits their needs.

3 PACKAGE SUB HEADINGS

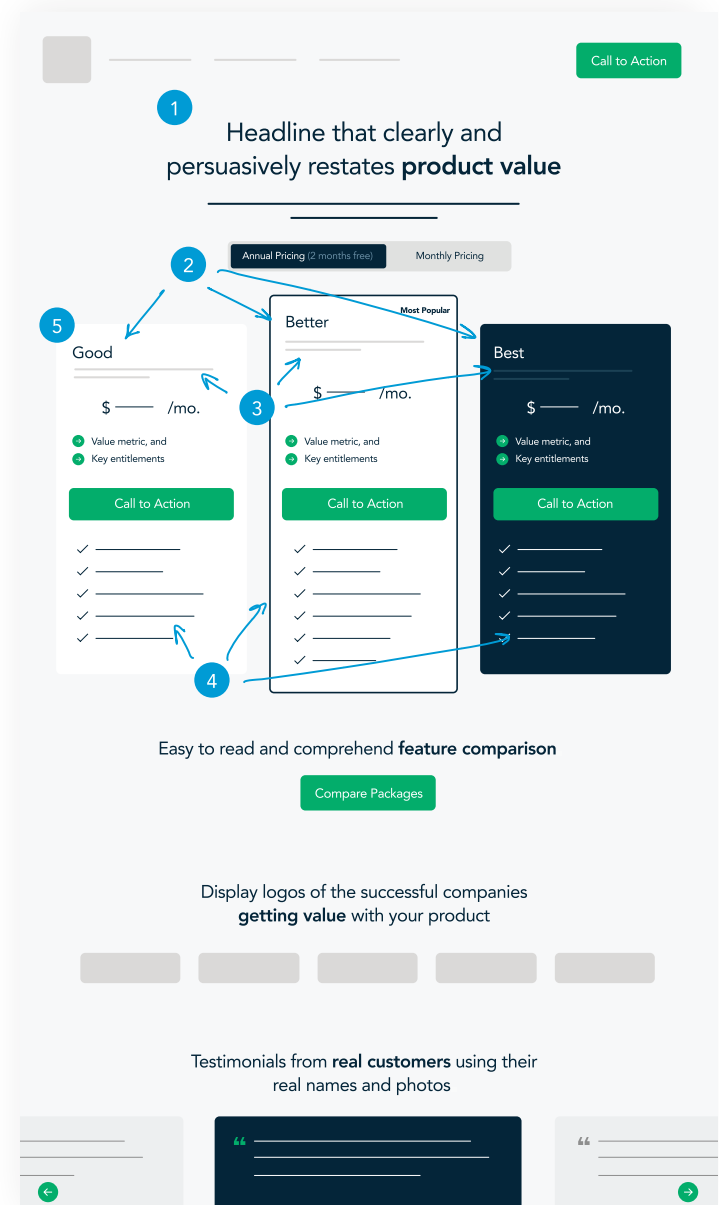
Explain who each plan is for in the subheading. This helps visitors understand which choice is best for them.

4 FEATURE DESCRIPTIONS

Describe features using simple, plain language without jargon. Clear descriptions help visitors know what they're getting.

5 JOB TO BE DONE

Show what each package does and who it's for. This makes it easier for visitors to pick the right plan.



AMPLIFY CONFIDENCE

Build confidence by reducing customer hesitation through **risk reversals**, providing easy **access to support**, and showcasing **social proof** like testimonials. This reassures visitors that choosing your product is a **smart and safe decision**.

1 PAGE SUB HEADING (BELOW MAIN PAGE HEADING)

Include phrases like "Free Trial" or "No Credit Card Required" to reduce risk and build trust from the start.

2 LOGOS

Display logos of well-known customers to boost credibility. Seeing familiar brands builds trust.

3 TESTIMONIALS

Include testimonials with names, photos, and company info. This social proof helps visitors see that others trust your product.

4 REVIEWS AND BADGES

Show reviews and badges from sites like G2 or Capterra. These third-party endorsements increase confidence.

5 FAQ

Answer common questions about pricing and plans right on the page. This helps visitors get info without leaving.

6 SUPPORT OPTIONS

Make it easy to contact support via phone, email, or live chat. This shows you're there to help before and after purchase.



SHAPE PACKAGING

Effective packaging highlights your product's value through clear **differentiation** and using a meaningful **value metric**. This helps customers understand their options and pick the plan that best fits their needs, **simplifying their decision-making process**.

1 DIFFERENTIATION

Clearly differentiate each plan with 3-5 key features. This helps customers understand the value of upgrading.

2 FEATURE COMPARISON GRID

Keep the main page simple. put detailed comparisons in a pop-up to avoid overwhelming visitors.

3 FEATURE LIST PRIORITY

List the most important features, and usage elements first. Helps visitors quickly see what matters in each plan.

4 VALUE METRIC

Use a pricing metric that matches the value customers get. It should be easy to understand and relevant to them.

5 PRICING

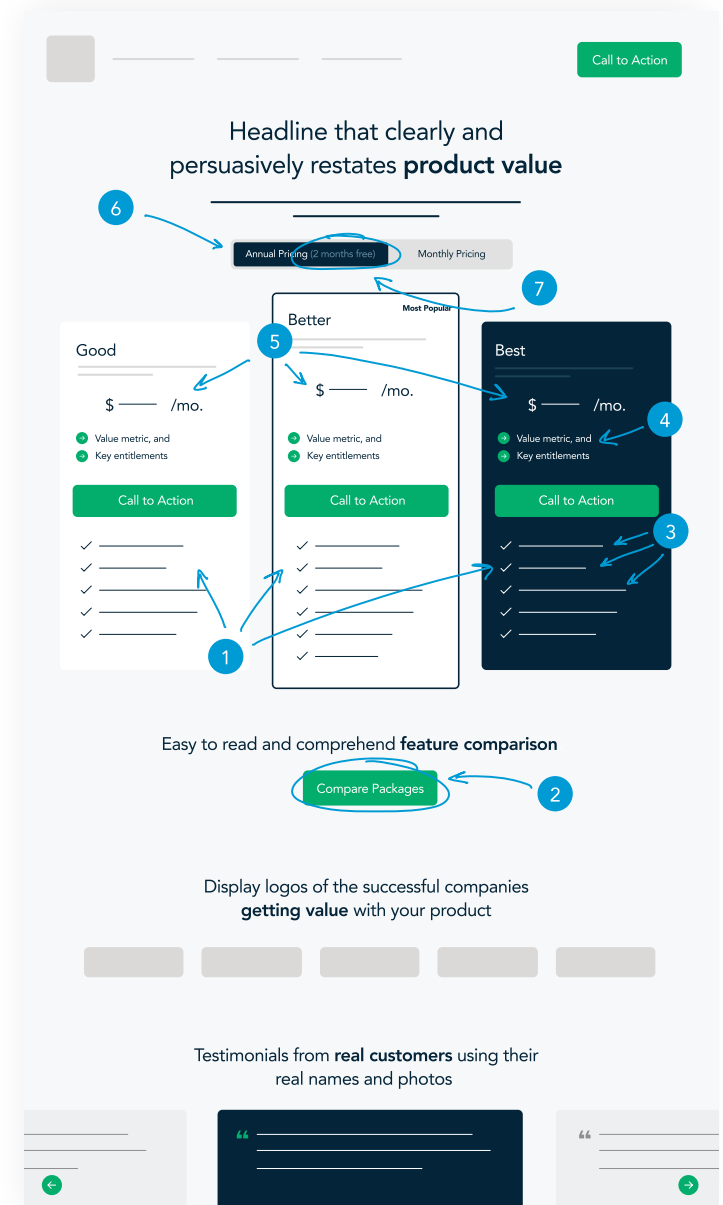
Be clear and consistent with pricing. Explain any usage-based costs plainly to build trust.

6 ANNUAL/MONTHLY

Allow easy comparison between annual and monthly pricing. Use toggles or highlight options so visitors can choose what's best for them.

7 DISCOUNTS

Show discounts clearly. For small discounts, say "x months free" instead of a percentage. This makes it easy to see the value.



TRIGGER ACTION

Creating **obvious** and **consistent** calls-to-action (CTAs) guides visitors to take clear next steps. Clear and consistent prompts **reduce friction and confusion**, making it straightforward for visitors to proceed, increasing the chances **they will convert**.

1 CTA LABELS

Use the same phrase for all action buttons, like "Get Started" or "Start Free Trial," to avoid confusion.

2 ONE MAIN CTA

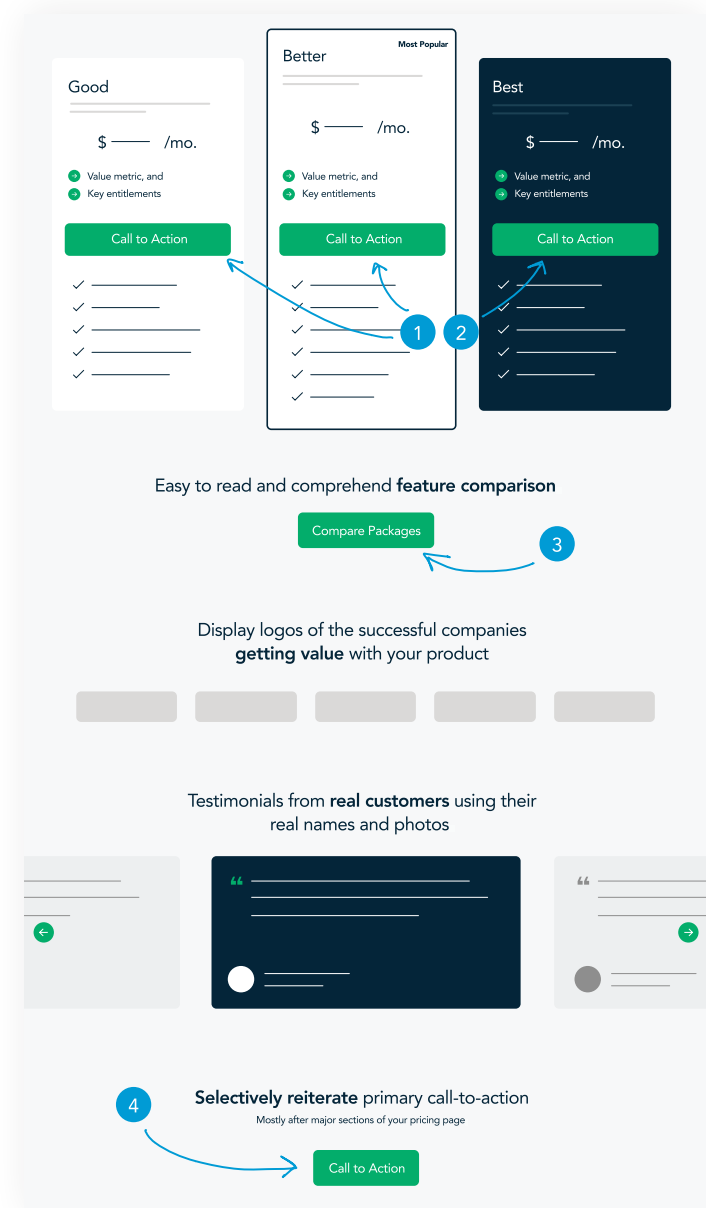
Focus on one primary action you want visitors to take. If there's a secondary option, it should only be to book a demo/contact sales.

3 NO LINKS TO OTHER PAGES

Keep visitors on the pricing page by avoiding unnecessary links. Use pop-ups or tooltips for extra info without navigating away.

4 OBVIOUS CTAs

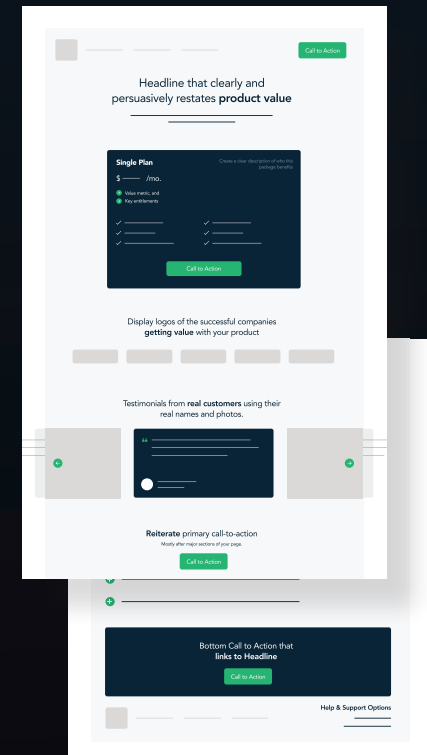
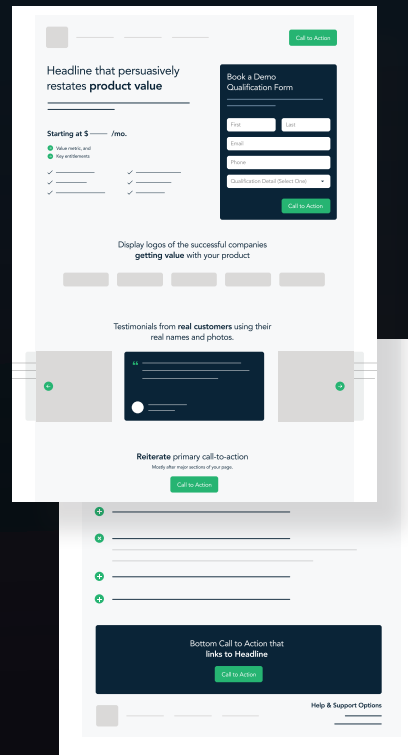
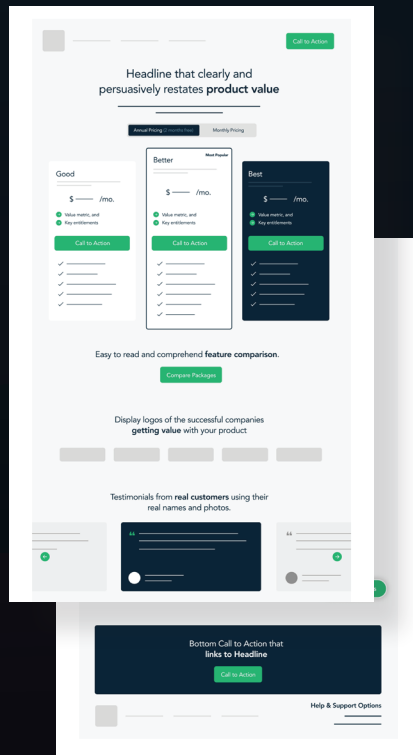
Repeat your main action button throughout the page at key points. This makes it easy for visitors to act when they're ready.



LEARN BY EXAMPLE

Ready to upgrade your Pricing Page?

Use these handy Pricing Page Templates on the next few pages as your blueprint.



Call to Action

Headline that clearly and persuasively restates **product value**

Annual Pricing (2 months free)

Monthly Pricing

Good

\$ — /mo.

→ Value metric, and

→ Key entitlements

Call to Action

✓

✓

✓

✓

✓

Better

Most Popular

\$ — /mo.

→ Value metric, and

→ Key entitlements

Call to Action

✓

✓

✓

✓

✓

✓

Best

\$ — /mo.

→ Value metric, and

→ Key entitlements

Call to Action

✓

✓

✓

✓

✓

✓

Easy to read and comprehend **feature comparison**

Compare Packages

Display logos of the successful companies **getting value** with your product

Testimonials from **real customers** using their real names and photos

←

“

”

→

Selectively **reiterate** primary call-to-action

Mostly after major sections of your pricing page

Call to Action

Display trust and security badges

Like G2, Capterra badges, and SOCII, ISO compliance badges

Frequently Asked Questions

Addressing key pricing and plan concerns and questions

+

×

+


+


Chat With Us

Bottom Call to Action that links to **Headline**

Call to Action

Help & Support Options

 SAAS ACADEMY

 PacePricing

SCHEDULE A GROWTH SESSION NOW

| 13

Call to Action

Headline that persuasively restates **product value**

Starting at \$ — /mo.

→ Value metric, and

→ Key entitlements

✓

✓

✓

✓

✓

✓

Book a Demo Qualification Form

First

Last

Email

Phone

Qualification Detail (Select One) ▾

Call to Action

Display logos of the successful companies **getting value** with your product

Testimonials from **real customers** using their real names and photos

←

“

”

→

Reiterate primary call-to-action

Mostly after major sections of your page

Call to Action

Display trust and security badges

Like G2, Capterra badges, and SOCII, ISO compliance badges

Frequently Asked Questions

Addressing key pricing and plan concerns and questions

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Bottom Call to Action that links to Headline

Call to Action

Help & Support Options







SCHEDULE A GROWTH SESSION NOW

|

14

Call to Action

Headline that clearly and persuasively restates **product value**

Single Plan

Create a clear description of who this package benefits

\$ — /mo.

→ Value metric, and

→ Key entitlements

✓ —

✓ —

✓ —

✓ —

✓ —

Call to Action

Display logos of the successful companies **getting value** with your product

Testimonials from **real customers** using their real names and photos

←

“

”

→

Reiterate primary call-to-action

Mostly after major sections of your page

Call to Action

Display trust and security badges

Like G2, Capterra badges, and SOCII, ISO compliance badges

Frequently Asked Questions

Addressing key pricing and plan concerns and questions

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Bottom Call to Action that links to Headline

Call to Action

Help & Support Options



NEXT STEPS

If you're a SaaS CEO/Founder and you're ready to get hands-on help, **book a Free Growth Session with our Scale Specialist now.**

On the call we'll help you create a Personalized Action Plan that will get you clear on next steps, break through barriers and get you confident on what to do next.

SCHEDULE NOW

