

BUSINESS CASE TOOLKIT

Your pricing business case toolkit

Four tools to build the case for better pricing, from first diagnosis to the page your leadership signs.

Pick a tool and dig in. Not sure where to begin? Open the workbook first. Each part ends with a summary box, and by the last page, those boxes add up to the one-page case your leadership signs.

PDF

The pricing business case workbook

Ten short sections that take you from diagnosis to the page your leadership signs.

[Start your workbook →](#)

WORD TEMPLATE

One-page business case

The editable page that goes to leadership, unbranded so it reads as your own.

[Draft your business case →](#)

PDF

44 questions to ask any pricing vendor

Score every vendor the same way, with weights matched to your pricing maturity stage.

[Get your 44 questions →](#)

EXCEL

Pricing software RFP template

The same 44 questions, ready to send, with a scorecard that does the math for you.

[Grab your RFP scorecard →](#)

KEEP BUILDING YOUR CASE

Where does your pricing stand today?

Take the 13-question pricing maturity assessment. It takes about four minutes, and there's no form.

[Find your stage →](#)

Ready to pressure-test your case?

Review your numbers with a ClearDemand pricing specialist. Bring one category and your competitive set, and we'll help you build an ROI your finance team can stand behind.

[Book 30 minutes →](#)