

Pricing Tool Guide for B2B Lead Generation

This guide is for marketers considering a Pricing Tool as a B2B lead generation method to capture high-quality leads from their current website. While not suited for every company, Pricing Tools are proven to capture 3-5 times more quality leads than a standard Contact Us/Request-a-Quote form.

Does using a Pricing Tool for lead generation make sense for your company? Ask yourself these basic questions:

Do you have enough visitors coming to your website each month?

This is a *conversion* process that relies on existing visitors. Our rule of thumb is that you need at least 10 visitors per day coming to your website (300 per month) for this method to work effectively. If you have less than 300 per month, focus on driving visitor traffic first. Your website visitor count per month _____.

What is your top performing Call-to-Action?

What is your primary website offer that compels prospects to take action and contact sales (phone/form)? _____

How many quality leads per month are you capturing now?

Quality leads per month _____. Would doubling the number of quality leads be enough to consider a new approach?

Are prospects curious about your pricing?

Look at your website from your customer's point of view. Does it make you wonder "how much does this cost"? What do prospects do to satisfy their curiosity? What do you want them to do?

Who's publishing your pricing right now?

If prospects leave your website to search for pricing, what are they finding? Try googling "YOURPRODUCT pricing" or "YOURCOMPANY price list" to see where your prospects are going. Are competitors showing up?

Does being "first in the door" give your sales team an advantage?

Engaging prospects first (before the competition) can mean the difference between winning and losing deals and that is one of the key benefits of using a Pricing Tool. Helping customers shape their requirements means you can add more value and reduce last minute discounting.

Next Step: If the idea of using a Pricing Tool to capture leads makes sense, check out the following PRICING TOOL REQUIREMENTS email template.

Determine your specific requirements and then copy/paste into an email to send to potential vendors. These are the most common features requested by customers over the past 10 years. Add/Change/Delete to fit your company's needs/goals.

PRICING TOOL REQUIREMENTS FOR LEAD GENERATION
COPY/PASTE EMAIL TEMPLATE FOR PRICING TOOL VENDORS
(Add/Change/Delete as needed)

Dear VENDOR,

We are considering using a **Pricing Tool to improve lead generation** on our current website. We're interested in your solution if it fits our requirements below. Please reply with your responses. Thank you in advance.

Our overall project goals are:

- Double the number of qualified leads from our current website
- Improve our Sales team's ability to engage serious prospects first
- Improve our customers' buying experience
- Increase our control over who gets our pricing and reduce "internet shopping"

Please provide a response for each requirement:

The Pricing Tool should allow "Self Service" and not require a potential customer to "sign up" or have an existing login. It needs to be designed for public access.

Response:

The Pricing Tool should have the ability to block competitors (based on their email address) from requesting/accessing pricing.

Response:

The Pricing Tool should have the ability to block the use of personal email addresses (e.g., gmail.com) from requesting/accessing pricing.

Response:

The Pricing Tool should have the ability to block users from certain countries (based on IP location) from requesting/accessing pricing.

Response:

The Pricing Tool should require that a valid (deliverable) email is used to access pricing.

Response:

The Pricing Tool should have an option to require Sales team member approval before pricing is delivered.

Response:

When Sales Approval is enabled, the Pricing Tool should have the ability to route pricing requests to Sales team members based on their territory (State/Country) assignment without the use of a CRM.

Response:

The Pricing Tool should have an option to auto-approve requests from certain email addresses (i.e. existing customers) to provide immediate pricing and improved service.

Response:

The Pricing Tool product catalog should support a range of pricing for items. We don't want to provide a specific price that "locks in" our sales team.

Response:

The Pricing Tool should support different pricing levels for different countries.

Response:

The Pricing Tool should have the ability to integrate with popular CRM systems (Salesforce, Hubspot). We would like the option to push captured contact information into the CRM either manually or automatically. We understand that we may need a certain level of CRM functionality for this to work.

Response:

The Pricing Tool should be provided using a pay-for-performance model. We are results oriented and don't mind paying more if we get more. Describe your pricing model.

Response:

The Pricing Tool should be provided free of charge for sixty (60) days. This is a long-term project for us and we need to ensure it fits into our sales structure.

Response:

We prefer a month-to-month service with no cancellation penalty.

Response:

<Add More Requirements>

The Pricing Tool should....

Response: