

Tiered Pricing Worksheet

A tiered-pricing strategy can help you boost revenue, appeal to a wider audience, and better meet your clients' needs. We'll walk you through how to put one together so your packages clearly communicate the services you offer and value you provide.

STEP 1

Brainstorm Your Services

Start by listing every service you could offer, including what you might crosssell or bundle with other professional services. It might help to picture a client with an unlimited budget as you do this.

STEP 2

Create Your Packages

Three is the magic number, so decide which services go in each package. Keep it simple so clients can quickly assess the value of each. There are actually two different strategies to choose from:

1 LEVELS OF SERVICE

This is the classic 'Good-Better-Best' model to attract a range of clients.

- **Bronze** is your most basic package, but it should still provide value to the client
- **Silver** includes common upgrades and add-ons (usually the most popular option)
- **Gold** is your full-service offering, appealing to higher-budget, top-tier clients

2 PHASES OF WORK

This is best for pros who divide their projects into stages. Label your tiers according to phase (like "design," "pre-construction," and "construction"), then list the services they can expect in each one.

COMPONENTS	BRONZE	SILVER	GOLD
Plans	✓	✓	✓
Elevation	✓	✓	✓
Permit Drawings	✓	✓	✓
Site Plan	✓	✓	✓
2 Wall Sections		✓	✓
Digital Models		✓	✓
Physical Models		✓	✓
Construction Drawings		✓	✓
Renderings			✓
Contractor Meetings			✓



Here's a construction sample, but you can customize it to your industry by including services like "color consultation" for interior designers, "hardscaping" for landscapers, "warranties" for worktop installers, or any category you can think of.

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STEP 3

Put It All Together

Add your services to the components column below, then put a check mark in the corresponding level or phase.

COMPONENTS	PHASE 1	PHASE 1 & 2	PHASE 1, 2 & 3
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Congratulations!
You just created your tiered-pricing strategy.

Drop this into an easy-to-read table, then save it as a PDF so it's always ready to send to potential clients.