



WEEK 4: TEST YOUR PRICING AND POSITIONING

Validate if your pricing and positioning resonate and win in the market.

WEEK 4 OF 8



WHY THIS MATTERS

Your pricing and positioning shape how customers perceive value and whether they choose you.

Testing assumptions reduces risk, uncovers what works, and strengthens your commercial edge.



YOUR OBJECTIVE THIS WEEK

Test your pricing and positioning to understand customer perceptions, preferences and willingness to pay – so you can optimise for value and impact.

PRINCIPLE: TEST → VALIDATE → OPTIMISE

Hypotheses create options.
Testing reveals what the market truly believes.
Validation gives you confidence to act.

THE 5 AREAS TO EXPLORE

Use this checklist to test and refine your pricing and positioning.

1



PRICE SENSITIVITY

- What price points are acceptable, too low or too high?
- How do price changes impact interest?
- What value justifies a premium?

2



VALUE PERCEPTION

- What do customers see as the main value?
- What outcomes or benefits matter most?
- Is the value clear and easy to understand?

3



POSITIONING RELEVANCE

- How do customers describe your offer?
- Does your positioning differentiate you?
- Is it relevant to your target audience?

4



MESSAGING EFFECTIVENESS

- Which messages resonate most?
- What objections or confusion arise?
- What proof or evidence builds trust?

5



COMPETITIVE COMPARISON

- How do customers compare you to others?
- What makes competitors more/less appealing?
- Where do you lead – and where do you lag?

SOURCES TO HELP YOU TEST EFFECTIVELY

Use a mix of these methods to gather real-world feedback.



Customer interviews

Speak to current customers, lost deals and prospects.



Surveys & questionnaires

Use structured questions and rating scales to test preferences and perceptions.



A/B testing

Test different pricing, positioning or messaging on landing pages, emails or ads.



Focus groups

Facilitate discussions to explore views, reactions and trade-offs.



Analytics & data

Review conversion rates, pricing page behaviour and drop-off points.



Sales & marketing feedback

Ask your teams what questions, objections and themes come up most often.



A COMMON TRAP

Relying on opinions instead of evidence.
The loudest voice isn't always the majority.
Real validation comes from testing with the right customers in the right way.



WEEK 4 STRATEGIC INSIGHT

When you test with the right questions, you stop guessing and start knowing. Evidence turns uncertainty into clarity and clarity drives better results.



TURN INSIGHT INTO ACTION

- ✓ Design 2-3 tests to validate your pricing and positioning.
- ✓ Engage the right customers and prospects.
- ✓ Run the tests and gather clear, unbiased feedback.
- ✓ Use insights to refine your offer and communicate value.



NEXT UP:

Week 5 – Uncover Market Opportunities

We'll identify the spaces others miss and the opportunities worth pursuing.

**MAKE BETTER DECISIONS.
DRIVE BETTER RESULTS.**

Practical intelligence.
Stronger strategy. Better outcomes.



+44 (0) 7711 005995



jess@attanz.com



attanzresearch.com



London, UK

