IT Founders: Are You Underpricing Without Realizing It? (The 5-Minute Pricing Reality Test)

Find out if your pricing is quietly limiting your growth—even if deals are closing—without rebuilding your entire pricing model.

INSTRUCTIONS

This takes 3–5 minutes. Read each statement and answer: **Yes / No / Not Sure**

You're not fixing anything yet. You're identifying where money is being left on the table. Every **"No"** or **"Not Sure"** is a potential revenue leak.

	YES	NO	NOT SURE
1. Pricing Structure			
1. We have clear, consistent pricing across services			
2. We don't "figure it out" per deal			
3. There's a minimum rate we don't go below			
4. Pricing is based on more than just competitors			
2. Sales Behavior			
1. We don't lower prices just to win deals			
2. We rarely feel pressure to justify our pricing			
3. Clients understand the value before discussing cost			
4. We don't rely on discounts to close			
3. Profit Awareness			
1. I know which services are most profitable			
2. I understand how pricing impacts margins			
3. We review pricing regularly—not reactively			
4. Revenue growth actually translates into profit			
4. Capacity vs Pricing			
1. We are not "busy but not making more money"			
2. Higher workload = higher profitability			
3. We're not solving growth problems with more volume			
4. Pricing supports scaling—not just survival			
5.			
5. Confidence			
1. I feel confident explaining our pricing			
2. I don't second-guess deals after they close			
3. Pricing decisions feel intentional—not reactive			
4. We're not guessing what to charge			

Why this Matters

Most IT founders don't lose deals because they're too expensive. They lose money because they're too inconsistent. Closing more deals doesn't fix that. It hides it. This is how you go from: "Revenue is growing... but something feels off" to "We know exactly where our profit comes from"

If you're seeing gaps...

Let's fix the right ones first.
Book a quick breakdown and we'll walk through it together.

https://www.alzaelevate.com/