

Negotiating with Asana

Introduction

Asana offers four paid pricing plans ranging from Starter to Enterprise+ with pricing based on features and organizational needs.

Willingness to negotiate:

New business:

 Reasonable

Renewals:

 Reasonable

Negotiation Strategy

Pricing Models & Packages

- Starter for basic project management
- Advanced adds goals and timesheets
- Enterprise includes SSO and API access
- Enterprise+ adds sandbox and integrations

Reduction Strategy

- Review and adjust usage regularly
- Start conservative on commitments
- Document unused features
- Consider downgrading plans

Growth Strategy

- Plan growth in phases
- Use volume tiers
- Leverage competitive quotes
- Time expansion with fiscal year

Negotiation Tactics

Pricing Models & Packages

- Document projected user growth
- Keep growth estimates conservative
- Show value of platform adoption
- Align with strategic initiatives

Reduction Strategy

- Push for 2+ year agreements
- Target 3-5% price cap
- Lock in current rates
- Avoid annual increases

More resources

How to Negotiate
Seat-Based Contract

[View](#)

Avoid These 4 Mistaken in
Your Next SaaS Negotiation

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How to Negotiate a
Usage-Based Contract

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