

Overview

Introduction

Zoom offers standard per-user seat pricing for various SKUs including meeting licenses webinar hosts and phone lines. Pricing tiers scale from Pro to Business to Enterprise based on organization size.

Negotiation Strategy

Pricing Models & Packages

- Business tier for 10-250 users
- Business Plus adds cloud storage
- Enterprise for 250+ users
- 13-16% discount for annual billing

Reduction Strategy

- Review license usage
- Audit inactive users
- Target unused features
- Consider downgrades

Growth Strategy

- Project user growth
- Bundle new features
- Time expansions well
- Use volume tiers

Negotiation Tactics

User Count Strategy

- Analyze active usage
- Project true needs
- Document inactive users
- Present right-sized numbers

Growth Plans

- Present expansion roadmap
- Phase user additions
- Bundle new features
- Time with quarters

Willingness to Negotiate



More Resources

Avoid These 4 Mistakes in Your Next SaaS Negotiation

Learn from expert negotiators and avoid the common mistakes during SaaS negotiations.
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How to Negotiate Seat-Based Contracts

Explore 6 tips from procurement expert Zach Wolf on how to navigate per-user agreements.
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How to Negotiate a Usage-Based Contract

Explore how usage-based contracts work, plus tips for negotiating them.
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