

Overview

Introduction

Salesforce offers various pricing tiers across Sales Marketing and Commerce clouds. Following acquisitions including Slack their contracts take different forms but typically center on core CRM functionality.

Negotiation Strategy

Pricing Models & Packages

- Sales Cloud tiers from \$25 to \$330
- Marketing Cloud starts at \$1250/month
- B2B Commerce at 1-2% of GMV
- Standard 9% renewal uplift unless 15%+ growth

Reduction Strategy

- Audit current usage patterns
- Remove inactive licenses
- Consider tier downgrades
- Document unused features

Growth Strategy

- Phase growth commitments
- Target volume discounts
- Bundle new features
- Time with quarter end

Negotiation Tactics

MAR Volume Strategy

- Use logarithmic pricing scale
- Target connector discounts
- Bundle high-usage connectors
- Present conservative projections

Competitive Pressure

- Highlight alternative solutions
- Show competitive quotes
- Threaten platform change
- Document migration plans

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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