

# PERFORMANCE: PRICING, PACKAGING & OFFER ENGINEERING

## Overview

Performance is Merlin Strategies' pricing, packaging, and offer design service focused on helping businesses structure compelling commercial offerings that drive conversion and sustainable growth. This service evaluates how products and services are priced, packaged, and presented to the market, ensuring that value is clearly communicated and purchasing decisions are effectively incentivized. Performance enables organizations to align pricing strategy with customer expectations, competitive positioning, and revenue objectives.

## Key Components

- Analysis of current pricing models and offer structures
- Evaluation of customer value perception and willingness to pay
- Design of optimized pricing and packaging frameworks
- Development of tiered offers and value-based structures
- Alignment of pricing strategy with positioning and sales approach



