

Talent Management Platform: From Feature Packaging to Value Based Packaging and Sales

Challenge

An innovative B2B software company, which pioneered a new space in the talent management category, faced slowing growth as new AI-driven competitors entered the market. The product architecture had become complex, confusing the sales team and buyers. The lack of a cohesive framework for positioning and pricing new features made cross-selling and upselling difficult.

Solution

A comprehensive value model was developed and validated with customers. This informed a new packaging strategy, adopting a platform-with-extensions pattern. Key elements included:

- New Pricing Model: A basic platform fee scaled by customer size, with additional subscription and scaling fees for each module.
- Value Stories: Compelling stories for the sales team to communicate benefits and ROI.
- Centralized Hosting: The value model, use cases, pricing, and value stories are hosted on Ibbaka Valio.

Outcome

The new packaging and pricing strategy has simplified the introduction of new functionalities and facilitated upselling. Full rollout is scheduled for Q3 2024, expected to reinvigorate growth and strengthen the company's competitive position.