

Buyer Readiness Report

Example CRM / Growth plan

DETAILED FINDINGS / F01 / PRICING CLARITY

What is the minimum monthly cost?

The advertised seat price does not show the starting commitment.

S01 / PRICING

example-crm.example/pricing

“Growth: €20 per user per month.”

S02 / WORKSPACE SETUP

example-crm.example/help/workspaces

“A new Growth workspace requires at least five paid users.”

WHAT WE FOUND

The pricing page omits the five-user minimum stated in the setup guide. Both statements can be true, but the seat price alone gives an incomplete picture of the starting commitment.

WHY THIS MATTERS

A buyer could budget for one €20 user. If the five-user minimum applies, the starting cost is €100 per month, before any applicable tax or other charges.

RECOMMENDED UPDATE

Ask the billing owner to confirm the minimum and any exceptions. Show the confirmed starting commitment beside the seat price and use the same terms in the setup guide.

PROPOSED COPY / CONFIRM BEFORE PUBLISHING

“€20 per user per month, with a five-user minimum (€100 per month).”

OPEN QUESTIONS

The source excerpts do not establish the billing schedule, an annual commitment, discounts, tax treatment or extra charges. Confirm these before finalizing the wording.

HOW TO CHECK THE CHANGE

A buyer can identify the minimum before signup. The pricing page and setup guide state the same minimum and billing conditions.