

Pricing Audit Scorecard

NAME

ORGANIZATION

Pricing decisions are being made somewhere — in a staff email, a board hallway, a “we’ve always charged that” — but rarely in one visible, accountable place. Naming the gap is the whole point of Step 1: you can’t govern what you can’t see.

	Clarity	Consistency	Cadence
Offering	Can we explain why each price is what it is?	Do similar products get priced on similar logic, or case-by-case?	When did we last review this on purpose?
OFFERING 01	12345	12345	12345
OFFERING 02	12345	12345	12345
OFFERING 03	12345	12345	12345

SCALE

Circle one: 1 = not at all · 5 = fully

2 MIN SOLO

List three offerings and rate each one.

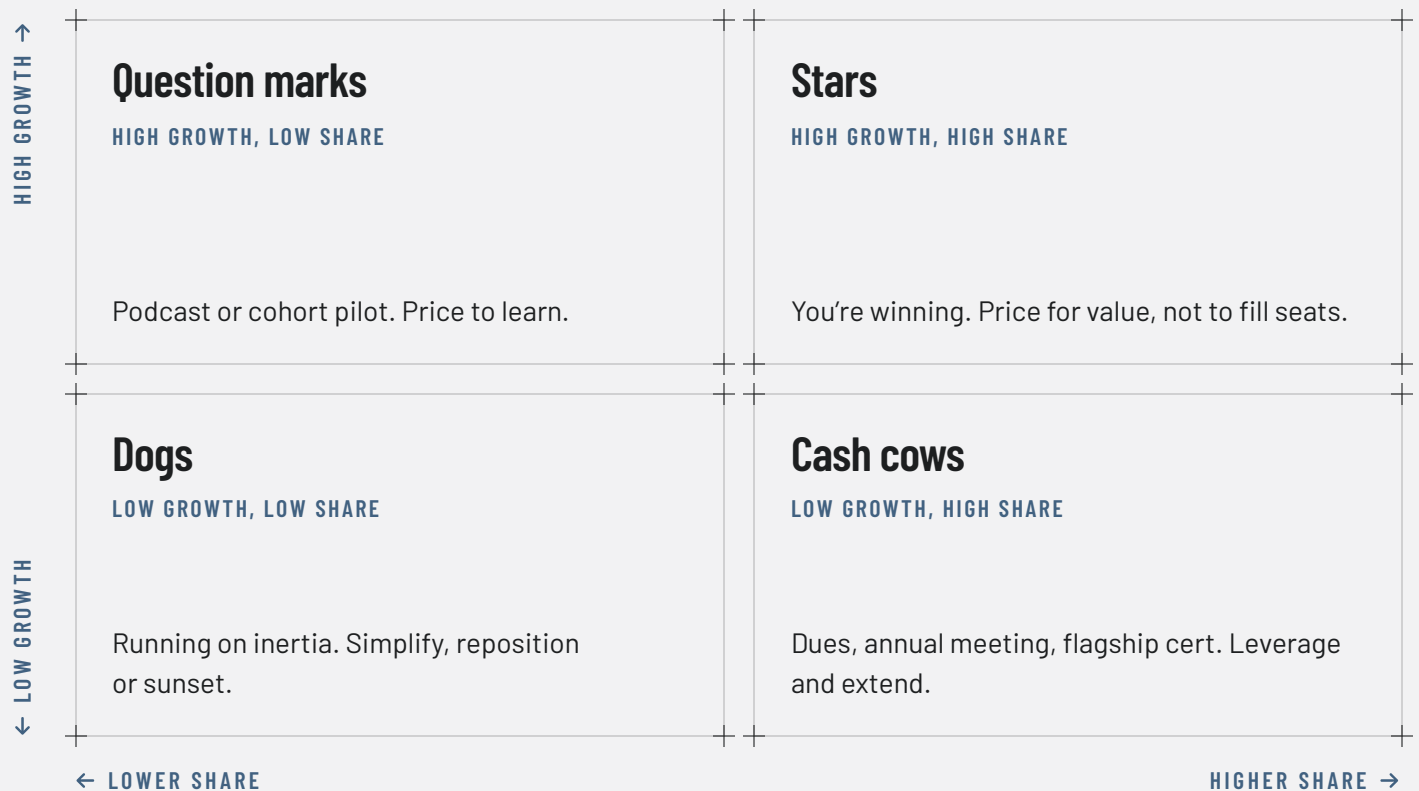
3 MIN TABLE SHARE

Where’s your lowest score?

READ IT RIGHT

Low scores aren’t failures. They’re your priority signal for Step 2.

Growth-Share



Impact-Effort

