



Pricing and Packaging

Syllabus

Updated: August 2026

Training Overview

Pricing and packaging are some of the highest value levers for an MSP—and one of the most mishandled. Many MSPs default to cost-plus pricing, à la carte menus, and inconsistent margins, which leaves revenue on the table and makes the business harder to scale. This training gives MSP leaders a structured way to think about how they price, how they package, and how those choices reinforce the kind of business they want to build.

Across three sessions, participants will work through the full pricing-and-packaging stack: building a defensible pricing matrix, choosing a pricing methodology that aligns with their go-to-market, designing packages that drive better sales conversations, and engineering the underlying mechanics—margin, SKUs, and total cost of labor—so the numbers actually hold up.

Participants will take away a working framework they can apply to their own offers, plus the tools to spot where their current pricing or packaging is silently costing them margin or constraining growth.

This training is designed for:

- **MSP Owners**
- **Finance and Operations**
- **Sales and Service**

Training Inclusions

- **3-hours of virtual, interactive content taught by an expert instructor with MSP expertise**
- **Downloadable videos*** of the content you can watch on-demand at your convenience
- **Downloadable slide decks, handouts, and resources**

Learning Objectives

Partners attending this training will learn how to:

- **Choose between solution-centric, product-centric, and service-centric pricing strategies and understand the trade-offs of each**
- **Design packages (bundles, tiers, verticalized offers) that make sales conversations easier and raise average deal size**
- **Engineer the pricing mechanics—margin targets, SKU structure, and total cost of labor—that keep packages profitable as the business scales**

* Videos will either be recordings from your session or previously recorded material in which partner faces and voices have been removed. It is recommended to attend trainings live to receive the full benefits of interactive Q&A with the instructor and class participants.

Training Topics

Session 1: Pricing Methodology / Strategy

- Value creation
- Solution-centric
- Product-centric
- Service-centric

Session 3: Pricing

- Margin creation
- SKU creation
- Overhead
- Total cost of labor

Session 2: Packaging

- Sales conversations
- Verticalization
- Bundling
- Tiering
- All-inclusive vs. à la carte

Meet the Instructor



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Managed Intelligence

Discover How the Pax8 Agent Store Speeds Your Journey to Delivering Managed Intelligence

MSP Packaging Strategies

MSP Packaging Strategies to Win More Deals and Capture More Growth

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Pax8 Explains Microsoft Pricing and Partner Benefit Changes