COURAGE GARIKAI



THE CONTACT-ENQUIRY PRICE

Selling B2B Software Without a Pricing Page

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For every founder who has ever stayed up at 2 AM wondering whether to raise prices, and for every buyer who has ever filled out a "contact sales" form hoping to get a straight answer.

Price is a conversation. Let's make it an honest one.

The Contact-Enquiry Price

Selling B2B Software Without a Pricing Page

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ColdCode Si Labs · Harare

About this book

"Contact sales for pricing."

You have seen the button. It is on almost every B2B software company's website. Where a consumer app would show a price — $9.99/month, $49/year, free tier with paid upgrade — the B2B vendor shows a form. Name, company, email, phone, company size, "tell us about your needs." Submit. Wait for a salesperson to call.

This book is about that button. It is about why enterprise software companies hide their prices behind a contact form, what happens after you click it, how B2B software pricing actually works, how procurement departments buy software, how salespeople sell it, how founders price it, and how buyers can navigate the process without getting fleeced. It is also about when hiding pricing is the right decision, when it is a mistake, and what it does to a market when the price of everything is a secret.

I have sat on both sides of the table. I have founded B2B software companies in Africa, priced products, sent proposals, negotiated contracts, sat through procurement, and lost deals on price. I have also been the buyer — evaluating software for my companies, reading proposals, negotiating with vendors, talking to procurement at larger clients, and walking away from deals where the pricing was opaque or dishonest. This book is written from both perspectives, for both audiences.

There are two popular but opposing views on contact-enquiry pricing, and both are wrong.

The first view (popular with bootstrapped founders, indie hackers, and developer-tool companies) is that hiding pricing is evil, that it exists solely to enable price discrimination and predatory sales tactics, that every company should publish transparent pricing

and let customers buy in two clicks like Stripe or Twilio or Basecamp.

The second view (popular with enterprise salespeople, SaaS founders who sell six- and seven-figure contracts, and anyone who has ever sold into a Fortune 500) is that transparent pricing is naive for complex B2B deals, that every enterprise sale is custom, that no large buyer would purchase a six-figure contract from a pricing page, and that the contact form exists because buyers demand bespoke pricing and bespoke contracts.

Both views have merit, and both miss something important. Contact-enquiry pricing is neither a scam nor a necessity. It is a rational response to specific market conditions — long sales cycles, complex procurement, multiple stakeholders, integration costs, customization needs, regulatory requirements, negotiating leverage on both sides — and it is also frequently a cover for bad pricing, inflated margins, dark-pattern sales tactics, fear of competition, and a failure to think clearly about what a product is worth.

This book covers: - Part I: Why "contact sales for pricing" exists — the structural reasons B2B software is not sold like milk or iPhones. - Part II: How B2B software is actually priced — cost-plus, value-based, per-seat, usage-based, outcome-based,

competitive, and the "what will they pay?" model. - Part III: The contact-to-contract pipeline — demo calls, discovery, champions, economic buyers, technical buyers, proposals, pilots, negotiations. - Part IV: Procurement — how corporate procurement departments work, RFPs, redlining, security questionnaires, legal review, why deals take 3–9 months. - Part V: The case for transparent pricing — when a public pricing page wins, why many companies overestimate the need for custom deals, examples of companies that publish pricing and win enterprise deals anyway. - Part VI: Building a B2B sales process — for founders, how to price, when to require a call, when to self-serve, how to write proposals, when to walk away. - Part VII: The buyer's side — how to buy B2B software without overpaying, how to negotiate, when to push for transparency, how to evaluate vendors, when to walk away.

This is a book for anyone who sells B2B software (founders, salespeople, product managers, developer relations), anyone who buys B2B software (CTOs, IT directors, procurement managers, startup founders), and anyone who has ever stared at a "contact sales" button wondering why the company cannot just tell them how much it costs.

A note on geography: I write from Harare, Zimbabwe, where B2B software markets are smaller, payment terms are longer, currency volatility is

Sample provided free for review. The complete book is available at https://library.coldcode-si-labs.workers.dev/