

**What to
include in a
B2B SaaS
renewal
proposal.**

Let's look at
two types of renewal
proposals:

1. Without expansion
2. With expansion

1. B2B SaaS renewal proposal (Without expansion)

A proposal that seeks to renew an existing contract *without* expanding or modifying its scope.

5 key sections

**in a value-centric
renewal proposal
(without expansion)**

#1

About the relationship.

**To recap what problem
you have been solving
for this customer.**

#2

Your solution.

**To explain what
solution your customer
has been using so far.**

#3

Results/usage.

**To illustrate what value
your customer has
been deriving so far.**

#4

Renewal pricing.

**To quote your
renewal offer.**

#5

Next steps.

To make renewal a priority and help your customer take the next logical step towards it.

2. B2B SaaS renewal proposal (With expansion)

A proposal that seeks to renew an existing contract *while expanding* its scope.

7 key sections

**in a value-centric
renewal proposal
(with expansion)**

#1

About the relationship.

**To recap what problem
you have been solving
for this customer.**

#2

Your solution.

**To explain what
solution your customer
has been using so far.**

#3

Results/usage.

**To illustrate what value
your customer has
been deriving so far.**

#4

Additional value.

**To illustrate what
additional value you
can offer this
customer.**

#5

Personalized demo.

**To showcase how your
solution delivers the
larger value.**

#6

Price quote.

**To quote your
renewal offer with
the larger value.**

#7

Next steps.

To make renewal a priority and help your customer take the next logical step towards it.

Curious how
Superwin.ai auto-generates
value-centric proposals that
are CFO-ready?

Get in touch for a demo!