

Bundle Pricing Calculator

Use this Bundle Pricing Calculator to compute the returns on various package deals you may wish to offer on your products/services.

You can compare any prices and combinations of prices for each of your products and services.

Instructions:

- 1) Enter all of your products and/or services in the first column
- 2) Insert their respective prices.
- 3) Create various bundle scenarios by entering the quantity of each product / service to be included with each bundle deal.
- 4) Enter your proposed "package deal" price on the the top "Cost to Customer" line.
- 5) The 'Incremental \$' will simply enable you to simultaneously see two more scenarios at bundle prices reduced further by this amount.
- 6) Likewise, the 'Incremental %' will simply enable you to simultaneously see two more scenarios at bundle prices reduced further by this percentage.
- 7) Read the resulting discount "pitch" to analyse which one you want to use.

Products	SRP	Retail Price	Quantity Purchased							
			Bundle 1	Bundle 2	Bundle 3	Bundle 4	Bundle 5	Bundle 6	Bundle 7	Bundle 8
[Product / Service 1]	\$ 139.00	\$ 99.00	1	1	1	1	1	2	2	1
[Product / Service 2]	139.00	89.00		1	1	1	1	2	2	1
[Product / Service 3]	139.00	89.00	2	1		1	1		2	2
[Product / Service 4]	139.00	89.00				1	1			3
[Product / Service 5]	139.00	89.00				1	1			
[Product / Service 6]	79.00	49.00					1			
[Product / Service 7]	139.00	89.00					1			
[Product / Service 8]	139.00	89.00					1			
Total Retail Price			\$ 277.00	\$ 277.00	\$ 188.00	\$ 455.00	\$ 682.00	\$ 376.00	\$ 554.00	\$ 633.00

Incremental \$		\$ (50.00)	\$ (75.00)	\$ (10.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)
Cost to Customer	<i>Sale price customers see:</i>	\$ 195.00	\$ 195.00	\$ 138.00	\$ 405.00	\$ 632.00	\$ 326.00	\$ 504.00	\$ 583.00	\$ 583.00
Discount \$	<i>"You Save \$...!"</i>	\$ 82.00	\$ 82.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Discount %	<i>"That's a discount of x%!"</i>		30%	30%	27%	11%	7%	13%	9%	8

Cost to Customer	<i>Sale price customers see:</i>	\$ 145.00	\$ 120.00	\$ 128.00	\$ 355.00	\$ 582.00	\$ 276.00	\$ 454.00	\$ 533.00	\$ 533.00
Discount \$	<i>"You Save \$...!"</i>	\$ 132.00	\$ 157.00	\$ 60.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Discount %	<i>"That's a discount of x%!"</i>		48%	57%	32%	22%	15%	27%	18%	16

Cost to Customer	<i>Sale price customers see:</i>	\$ 95.00	\$ 45.00	\$ 118.00	\$ 305.00	\$ 532.00	\$ 226.00	\$ 404.00	\$ 483.00	\$ 483.00
Discount \$	<i>"You Save \$...!"</i>	\$ 182.00	\$ 232.00	\$ 70.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00
Discount %	<i>"That's a discount of x%!"</i>		66%	84%	37%	33%	22%	40%	27%	24

Incremental % =	5%		10%							
Base Discount %	<i>"That's a discount of x%!"</i>		20%	20%	20%	20%	20%	20%	20%	20
Discount \$	<i>"You Save \$...!"</i>	\$ 55.40	\$ 55.40	\$ 37.60	\$ 91.00	\$ 136.40	\$ 75.20	\$ 110.80	\$ 126.60	\$ 126.60
Cost to Customer	<i>Sale price customers see:</i>	\$ 221.60	\$ 221.60	\$ 150.40	\$ 364.00	\$ 545.60	\$ 300.80	\$ 443.20	\$ 506.40	\$ 506.40

Discount %	<i>"That's a discount of x%!"</i>		30%	25%	25%	25%	25%	25%	25%	25
Discount \$	<i>"You Save \$...!"</i>	\$ 83.10	\$ 69.25	\$ 47.00	\$ 113.75	\$ 170.50	\$ 94.00	\$ 138.50	\$ 158.20	\$ 158.20
Cost to Customer	<i>Sale price customers see:</i>	\$ 193.90	\$ 207.75	\$ 141.00	\$ 341.25	\$ 511.50	\$ 282.00	\$ 415.50	\$ 474.70	\$ 474.70

Discount %	<i>"That's a discount of x%!"</i>		40%	30%	30%	30%	30%	30%	30%	30
Discount \$	<i>"You Save \$...!"</i>	\$ 110.80	\$ 83.10	\$ 56.40	\$ 136.50	\$ 204.60	\$ 112.80	\$ 166.20	\$ 189.90	\$ 189.90
Cost to Customer	<i>Sale price customers see:</i>	\$ 166.20	\$ 193.90	\$ 131.60	\$ 318.50	\$ 477.40	\$ 263.20	\$ 387.80	\$ 443.10	\$ 443.10