

Use this spreadsheet to establish your overall pricing structure.													
The other "Price List" sheets are designed to pick up the numbers and text from this "Master Price List" and are formatted for easy distribution to customers.													
Suggestion: Keep this Price Matrix on your server (perhaps as a 'Read-Only' file) -- when you or your employees need a price list, just click on the tab at the bottom and print!													
Note: If you sell directly to the ultimate consumer / user of your product or service, consider the consequences of competing with your resellers and distributor(s).													
SRP: Suggested Retail Price													
Estimated Street Price: In some industries, a discount from the SRP is expected, so the working price is often the street price.													
Take a look at the "Pricing Calculator" for help in determining an overall pricing structure.													
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<b>Pricing Matrix</b>													
<b>Sales Channel</b>												<b>Revised</b>	10/8/2008
Model #													
Title	SRP	Estimated Street	End-User Direct	Reseller Direct	Online / Catalogs	Academic / Student	Wholesale Distributor	Marketing Partners	Special Members	Product Upgrade	Competitive Upgrade	Not for Resale	
<i>Calculated from X% Margin Over Wholesale Distributor</i>													
				10%	5%	50%		20%					
						<b>Discount</b>		off Street					
[Product 1] Product description	3.0	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 49.00	\$ 15.00
[Product 2] Product description	1.1	\$ 149.00	\$ 89.95	\$ 89.95	\$ 77.20	\$ 73.20	\$ 44.98	\$ 69.50	\$ 70.00	\$ 39.00	\$ 49.00	\$ 49.00	\$ 15.00
[Product 3] Product description	1.2	\$ 29.99	\$ 19.95	\$ 29.95	\$ 7.80	\$ 7.40	\$ 14.98	\$ 7.00	\$ 20.00	\$ 19.99	N/A	N/A	\$ 15.00
[Product 4] Product description	4.0	\$ 149.00	\$ 99.00	\$ 99.95	\$ 77.20	\$ 73.20	\$ 49.98	\$ 69.50	\$ 78.00	\$ 39.00	\$ 49.00	\$ 49.00	\$ 15.00
[Product 5] Product description	4.0	\$ 249.00	\$ 195.00	\$ 195.00	\$ 150.00	\$ 142.10	\$ 97.50	\$ 135.00	\$ 154.00	\$ 39.00	\$ 100.00	\$ 50.00	\$ 30.00
[Product 6] Product description	4.0	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 39.00	\$ 15.00
[Product 7] Product description	1.0	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 39.00	\$ 15.00
[Product 8] Product description	2.0	\$ 99.00	\$ 74.99	\$ 74.95	\$ 67.00	\$ 63.50	\$ 37.48	\$ 57.00	\$ 60.00	\$ 39.00	\$ 49.00	\$ 39.00	\$ 15.00
[Product 9] Product description	2.1	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 39.00	\$ 15.00
[Product 10] Product description	3.0	\$ 139.00	\$ 99.95	\$ 99.95	\$ 77.20	\$ 73.20	\$ 49.98	\$ 69.50	\$ 78.00	\$ 39.00	\$ 49.00	\$ 49.00	\$ 15.00
[Product 11] Product description	xyz	\$ 24.95	\$ 19.95	\$ 19.95	\$ 13.30	\$ 12.60	\$ 19.95	\$ 12.00	\$ 14.00	\$ 19.95	N/A	N/A	\$ 10.00
[Product 12] Product description	1.0	\$ 49.95	\$ 39.95	\$ 39.95	\$ 16.50	\$ 15.60	\$ 10.00	\$ 14.00	\$ 30.00	\$ 19.99	N/A	N/A	\$ 15.00
[Product 13] Product description	1.0	\$ 49.95	\$ 39.95	\$ 39.95	\$ 16.50	\$ 15.60	\$ 19.98	\$ 14.00	\$ 30.00	\$ 19.99	N/A	N/A	\$ 15.00
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# Price List: End-User Direct

Revised: 10/8/2008

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Title	Model #	SRP	Estimated Street Price	End-User Direct
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ <b>39.95</b>
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ <b>89.95</b>
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ <b>29.95</b>
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ <b>99.95</b>
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ <b>195.00</b>
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ <b>39.95</b>
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ <b>39.95</b>
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.99	\$ <b>74.95</b>
<b>[Product 9]</b> Product description	2.1	\$ 79.00	\$ 39.95	\$ <b>39.95</b>
<b>[Product 10]</b> Product description	3.0	\$ 139.00	\$ 99.95	\$ <b>99.95</b>
<b>[Product 11]</b> Product description	xyz	\$ 24.95	\$ 19.95	\$ <b>19.95</b>
<b>[Product 12]</b> Product description	1.0	\$ 49.95	\$ 39.95	\$ <b>39.95</b>

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# Price List: Reseller Direct

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Title	Model #	SRP	Estimated Street Price	Reseller Cost	Gross Profit	Profit Margin	ROI
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ 35.10	\$ 4.85	12%	14%
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ 77.20	\$ 12.75	14%	17%
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ 7.80	\$ 12.15	61%	156%
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ 77.20	\$ 21.80	22%	28%
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ 150.00	\$ 45.00	23%	30%
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ 35.10	\$ 4.85	12%	14%
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ 35.10	\$ 4.85	12%	14%
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.99	\$ 67.00	\$ 7.99	11%	12%
<b>[Product 9]</b> Product description	2.1	\$ 79.00	\$ 39.95	\$ 35.10	\$ 4.85	12%	14%
<b>[Product 10]</b> Product description	3.0	\$ 139.00	\$ 99.95	\$ 77.20	\$ 22.75	23%	29%

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# Price List: Online / Catalogs

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Title	Model #	SRP	Estimated Street Price	Reseller Investment	Gross Profit	Profit Margin	ROI
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ <b>33.30</b>	\$ 6.65	17%	20%
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ <b>73.20</b>	\$ 16.75	19%	23%
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ <b>7.40</b>	\$ 12.55	63%	170%
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ <b>73.20</b>	\$ 25.80	26%	35%
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ <b>142.10</b>	\$ 52.90	27%	37%
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ <b>33.30</b>	\$ 6.65	17%	20%
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ <b>33.30</b>	\$ 6.65	17%	20%
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.99	\$ <b>63.50</b>	\$ 11.49	15%	18%

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# Price List: Academic / Student

Revised: 10/8/2008

Title	Model #	SRP	Estimated Street Price	Alliance Partner
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ <b>19.98</b>
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ <b>44.98</b>
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ <b>14.98</b>
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ <b>49.98</b>
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ <b>97.50</b>
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ <b>19.98</b>
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ <b>19.98</b>
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.00	\$ <b>27.48</b>

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# Price List: Wholesale Distributor

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Title	Model #	SRP	Estimated Street Price	Distributor Cost	Gross Profit	Profit Margin	ROI
[Product 1] Product description	3.0	\$ 79.00	\$ 39.95	\$ 31.60	\$ 8.35	21%	26%
[Product 2] Product description	1.1	\$ 149.00	\$ 89.95	\$ 69.50	\$ 20.45	23%	29%
[Product 3] Product description	1.2	\$ 29.99	\$ 19.95	\$ 7.00	\$ 12.95	65%	185%
[Product 4] Product description	4.0	\$ 149.00	\$ 99.00	\$ 69.50	\$ 29.50	30%	42%
[Product 5] Product description	4.0	\$ 249.00	\$ 195.00	\$ 135.00	\$ 60.00	31%	44%
[Product 6] Product description	4.0	\$ 79.00	\$ 39.95	\$ 31.60	\$ 8.35	21%	26%
[Product 7] Product description	1.0	\$ 79.00	\$ 39.95	\$ 31.60	\$ 8.35	21%	26%
[Product 8] Product description	2.0	\$ 99.00	\$ 74.99	\$ 57.00	\$ 17.99	24%	32%

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# Price List: Marketing Partners

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Title	Model #	SRP	Estimated Street Price	Marketing Partners	Save
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ 30.00	\$ 9.95
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ 70.00	\$ 19.95
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ 20.00	\$ (0.05)
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ 78.00	\$ 21.00
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ 154.00	\$ 41.00
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ 30.00	\$ 9.95
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ 30.00	\$ 9.95
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.99	\$ 60.00	\$ 14.99
<b>[Product 9]</b> Product description	2.1	\$ 79.00	\$ 39.95	\$ 30.00	\$ 9.95
<b>[Product 10]</b> Product description	3.0	\$ 139.00	\$ 99.95	\$ 78.00	\$ 21.95
<b>[Product 11]</b> Product description	xyz	\$ 24.95	\$ 19.95	\$ 14.00	\$ 5.95
<b>[Product 12]</b> Product description	1.0	\$ 49.95	\$ 39.95	\$ 30.00	\$ 9.95
<b>[Product 13]</b> Product description	1.0	\$ 49.95	\$ 39.95	\$ 30.00	\$ 9.95

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# Price List: Special Members

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Title	Model #	SRP	Estimated Street Price	Special Members	Save
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ <b>39.00</b>	\$ 0.95
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ <b>39.00</b>	\$ 50.95
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ <b>19.99</b>	\$ (0.04)
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ <b>39.00</b>	\$ 60.00
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ <b>39.00</b>	#####
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ <b>39.00</b>	\$ 0.95
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ <b>39.00</b>	\$ 0.95
<b>[Product 8]</b>	2.0	\$ 99.00	\$ 74.99	\$ <b>39.00</b>	\$ 35.99



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# Price List:                      Product Upgrade

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Title	Model #	SRP	Estimated Street Price	Product Upgrade
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ 39.00
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ 49.00
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	N/A
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ 49.00
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ 100.00
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ 39.00
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ 39.00

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# Price List: Competitive Upgrade

Requires proof of ownership of competitive product.

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Title	Model #	SRP	Estimated Street Price	Comp. Upgrade
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ 49.00
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ 49.00
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	N/A
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ 49.00
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ 50.00
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ 39.00
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ 39.00
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.99	\$ 39.00
<b>[Product 9]</b> Product description	2.1	\$ 79.00	\$ 39.95	\$ 39.00
<b>[Product 10]</b> Product description	3.0	\$ 139.00	\$ 99.95	\$ 49.00
<b>[Product 11]</b> Product description	xyz	\$ 24.95	\$ 19.95	N/A
<b>[Product 12]</b> Product description	1.0	\$ 49.95	\$ 39.95	N/A
<b>[Product 13]</b> Product description	1.0	\$ 49.95	\$ 39.95	N/A

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# Price List: Not for Resale

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Title	Model #	SRP	Estimated Street Price	NFR Price
<b>[Product 1]</b> Product description	3.0	\$ 79.00	\$ 39.95	\$ 15.00
<b>[Product 2]</b> Product description	1.1	\$ 149.00	\$ 89.95	\$ 15.00
<b>[Product 3]</b> Product description	1.2	\$ 29.99	\$ 19.95	\$ 15.00
<b>[Product 4]</b> Product description	4.0	\$ 149.00	\$ 99.00	\$ 15.00
<b>[Product 5]</b> Product description	4.0	\$ 249.00	\$ 195.00	\$ 30.00
<b>[Product 6]</b> Product description	4.0	\$ 79.00	\$ 39.95	\$ 15.00
<b>[Product 7]</b> Product description	1.0	\$ 79.00	\$ 39.95	\$ 15.00
<b>[Product 8]</b> Product description	2.0	\$ 99.00	\$ 74.99	\$ 15.00
<b>[Product 9]</b> Product description	2.1	\$ 79.00	\$ 39.95	\$ 15.00
<b>[Product 10]</b> Product description	3.0	\$ 139.00	\$ 99.95	\$ 15.00
<b>[Product 11]</b> Product description	xyz	\$ 24.95	\$ 19.95	\$ 10.00
<b>[Product 12]</b> Product description	1.0	\$ 49.95	\$ 39.95	\$ 15.00
<b>[Product 13]</b> Product description	1.0	\$ 49.95	\$ 39.95	\$ 15.00