This spreadsheet helps determine the potential payoff of offering package deals to your sales channel.

Would you make more money by offering a bundle today for a discount...

than you would if you sold the products unbundled over time?

Use the Bundle Pricing worksheet to help determine what the bundle offer might look like.

This first section is for you to place your hard numbers.

The spreadsheet will then calculate your values as related to the proposed combinations.

The information in blue contains sample data you should replace with your own data.

On the right you will see information explaining what each of the rows mean to your deal.

Reseller Package Deal Promotion Calculator

Product 1 \$85 Product 2 \$139 Product 3 \$139 Product 4 \$139 Total \$502 Difference between SRP and Street Price SAVE Difference between Street Price & SRP SAVE Assumptions Product 1 Desired Street Price \$199 Distributor Margin \$0.07 Retailer Margin \$0.30 Distributor Cost \$130	\$69 \$89 \$89 \$336 \$303 \$137 Scer Product 2 \$199 \$0.08 \$0.30	•	Product 4 \$199	Calculates difference between the package the total and the desired street price. Price you want retailers to sell product for
Product 3 \$139 Product 4 \$139 Total \$502 Difference between SRP and Street Price SAVE Difference between Street Price & SRP SAVE Assumptions Product 1 Desired Street Price \$199 Distributor Margin \$0.07 Retailer Margin \$0.30	\$89 \$336 \$303 \$137 Scer Product 2 \$199 \$0.08 \$0.30	\$55 \$55 \$189 off the SRP off the street price nario Product 3 \$199	\$199	the total and the desired street price.
Product 4 \$139 Total \$502 Difference between SRP and Street Price Difference between Street Price & SRP SAVE Assumptions Product 1 Desired Street Price Distributor Margin Retailer Margin \$0.07 Retailer Margin \$0.30	\$89 \$336 \$303 \$137 Scer Product 2 \$199 \$0.08 \$0.30	\$55 \$189 off the SRP off the street price nario Product 3 \$199	\$199	the total and the desired street price.
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Difference between Street Price & SRP Assumptions Product 1 Desired Street Price \$199 Distributor Margin \$0.07 Retailer Margin \$0.30	\$137 Scer Product 2 \$199 \$0.08 \$0.30	off the street price nario Product 3 \$199	\$199	the total and the desired street price.
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Desired Street Price \$199 Distributor Margin \$0.07 Retailer Margin \$0.30	Product 2 \$199 \$0.08 \$0.30	Product 3 \$199	\$199	Price you want retailers to sell product for
Desired Street Price \$199 Distributor Margin \$0.07 Retailer Margin \$0.30	\$199 \$0.08 \$0.30	\$199	\$199	Price you want retailers to sell product for
Distributor Margin \$0.07 Retailer Margin \$0.30	\$0.08 \$0.30	* **	•	Price you want retailers to call product for
Retailer Margin \$0.30	\$0.30	\$0.08		i noe you want retailers to sell product for
	•		\$0.08	Use the numbers you know your distributor
Distributor Cost \$130	¢100	\$0.25	\$0.25	Use the numbers you know your retailers u
	φ120	\$137	\$137	Calculates the price to distributors needed
Product 1	Product 2	Product 3	Product 4	
Future Potential \$164	\$164	\$164	\$164	Revenue from future sales of additional pro
Cost to Acquire Each Sale \$25	\$25	\$25	\$25	Estimated marketing costs to promote addi
Future Conversion Probability 30%	30%	30%	30%	Probability of customer buying an additional
Cost of Money 8.50%	8.50%	8.50%	8.50%	Cost of borrowiing Factors in time-value
NPV of Future Revenue \$38	\$38	\$38	\$38	Present value of future sales you would have
Proceeds from Sale of 1 Unit Today \$25	\$25	\$25	\$25	Plus the revenue from selling just 1 unit too
Total Equivalent Revenue Today \$63	\$63	\$63	\$63	Total revenue you would potentially make v
Total Equivalent Revenue Totaly \$\text{\$\pi\cdot}\$	Ψου	ΨΟΟ	φοσ	Total foreinde you would potentially make t
Product 1	Product 2	Product 3	Product 4	
Revenue from Package Deal Sold Today \$130	\$128	\$137	\$137	
Net Revenue Difference per Customer \$66	\$65	\$74	\$74	Present value of offering suite today
Current Run-Rate 5,600	5,600	5,600	5,600	Number of units currently selling
Multiplied by Current Run-Rate \$371,023	\$363,222	\$414,484	\$414,484	Cumulative revenue by offering package de
Business Reclaimed by Package Deal Product 1	Product 2	Product 3	Product 4	
Existing Monthly Sales \$400,000	\$400,000	\$400,000	\$400,000	Current total sales of separate products
Lost Sales of Existing Product Due to Package 20%	20%	20%	20%	Reduction in sales of individual products from
% Sales Reclaimed from Competitors 20%	20%	20%	20%	Increase in sales due to offering a package
Additional Business \$0	\$0	\$0	\$0	Net additional business generated because
Net Value of Offering Package Deal \$371,023	\$363,222	\$414,484	\$414,484	rect additional business generated because

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