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

| Products/Services Included | SRP | Street | Cost |
| :--- | :---: | :---: | :---: |
| Product 1 | $\$ 85$ | $\$ 69$ | $\$ 25$ |
| Product 2 | $\$ 139$ | $\$ 89$ | $\$ 55$ |
| Product 3 | $\$ 139$ | $\$ 89$ | $\$ 55$ |
| Product 4 | $\$ 139$ | $\$ 89$ | $\$ 55$ |
| Total | $\$ 502$ | $\$ 336$ | $\$ 189$ |
|  |  |  |  |
| Difference between SRP and Street Price | SAVE | $\$ 303$ | off the SRP |
| Difference between Street Price \& SRP | SAVE | $\$ 137$ | off the street price |


| Scenario |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Assumptions | Product 1 | Product 2 | Product 3 | Product 4 |  |
| Desired Street Price | \$199 | \$199 | \$199 | \$199 | Price you want retailers to sell product for |
| Distributor Margin | \$0.07 | \$0.08 | \$0.08 | \$0.08 | Use the numbers you know your distributor |
| Retailer Margin | \$0.30 | \$0.30 | \$0.25 | \$0.25 | Use the numbers you know your retailers u |
| Distributor Cost | \$130 | \$128 | \$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 prc |
| 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 additione |
| 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 ha' |
| Proceeds from Sale of 1 Unit Today | \$25 | \$25 | \$25 | \$25 | Plus the revenue from selling just 1 unit toc |
| Total Equivalent Revenue Today | \$63 | \$63 | \$63 | \$63 | Total revenue you would potentially make । |
|  | 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 dt |
|  |  |  |  |  |  |
| 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 fri |
| \% 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 becaus $\epsilon$ |
| Net Value of Offering Package Deal | \$371,023 | \$363,222 | \$414,484 | \$414,484 |  |

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Calculates difference between the package the total and the desired street price.

Price you want retailers to sell product for Use the numbers you know your distributor Use the numbers you know your retailers u Calculates the price to distributors needed

Revenue from future sales of additional prc

Probability of customer buying an addition
Cost of borrowiing -- Factors in time-value

Plus the revenue from selling just 1 unit toc Total revenue you would potentially make ।

Present value of offering suite today
Number of units currently selling
Cumulative revenue by offering package d

Current total sales of separate products
Increase in sales due to offering a package
Net additional business generated becausє


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