

**Use this spreadsheet to establish your overall pricing structure -- Control all price lists from this master page**  
 Individual "Price List" sheets 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 end-user consumer / user of your product or service, consider the consequences of competing with your resellers and distributor(s). "Channel Conflict"

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.  
 That calculator / worksheet enables you to reverse engineer your wholesale discounts to derive a Street Price you want.

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**[Your Company Name Here]**

[Company Slogan]  
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**Master Pricing Matrix**

**Sales Channel**

Revised 3/3/19

Title	Model #	SRP	Estimated Street Price	Customer Direct	Reseller Direct	Online / Catalogs	Academic / Student	Wholesale Distributor	Marketing Partners	Special Members	Product Upgrade	Competitive Upgrade	Not for Resale
			20%	25%	35%	50%	60%	55%	40%	30%	50%	80%	
<b>Discount Drivers</b>													
[Product 1] Product description	3.0	\$ 79.00	\$ 63.20	\$ 59.25	\$ 51.35	\$ 39.50	\$ 31.60	\$ 35.55	\$ 47.40	\$ 55.30	\$ 39.50	\$ 39.50	\$ 16.00
[Product 2] Product description	1.1	\$ 149.00	\$ 119.20	\$ 111.75	\$ 96.85	\$ 74.50	\$ 59.60	\$ 67.05	\$ 89.40	\$ 104.30	\$ 74.50	\$ 74.50	\$ 30.00
[Product 3] Product description	1.2	\$ 29.99	\$ 23.99	\$ 22.49	\$ 19.49	\$ 15.00	\$ 12.00	\$ 13.50	\$ 17.99	\$ 20.99	\$ 15.00	\$ 15.00	\$ 6.00
[Product 4] Product description	4.0	\$ 149.00	\$ 119.20	\$ 111.75	\$ 96.85	\$ 74.50	\$ 59.60	\$ 67.05	\$ 89.40	\$ 104.30	\$ 74.50	\$ 74.50	\$ 30.00
[Product 5] Product description	4.0	\$ 249.00	\$ 199.20	\$ 186.75	\$ 161.85	\$ 124.50	\$ 99.60	\$ 112.05	\$ 149.40	\$ 174.30	\$ 124.50	\$ 124.50	\$ 50.00
[Product 6] Product description	4.0	\$ 79.00	\$ 63.20	\$ 59.25	\$ 51.35	\$ 39.50	\$ 31.60	\$ 35.55	\$ 47.40	\$ 55.30	\$ 39.50	\$ 39.50	\$ 16.00
[Product 7] Product description	1.0	\$ 79.00	\$ 63.20	\$ 59.25	\$ 51.35	\$ 39.50	\$ 31.60	\$ 35.55	\$ 47.40	\$ 55.30	\$ 39.50	\$ 39.50	\$ 16.00
[Product 8] Product description	2.0	\$ 99.00	\$ 79.20	\$ 74.25	\$ 64.35	\$ 49.50	\$ 39.60	\$ 44.55	\$ 59.40	\$ 69.30	\$ 49.50	\$ 49.50	\$ 20.00
[Product 9] Product description	2.1	\$ 79.00	\$ 63.20	\$ 59.25	\$ 51.35	\$ 39.50	\$ 31.60	\$ 35.55	\$ 47.40	\$ 55.30	\$ 39.50	\$ 39.50	\$ 16.00
[Product 10] Product description	3.0	\$ 139.00	\$ 111.20	\$ 104.25	\$ 90.35	\$ 69.50	\$ 55.60	\$ 62.55	\$ 83.40	\$ 97.30	\$ 69.50	\$ 69.50	\$ 28.00
[Product 11] Product description	xyz	\$ 24.95	\$ 19.96	\$ 18.71	\$ 16.22	\$ 12.48	\$ 9.98	\$ 11.23	\$ 14.97	\$ 17.47	\$ 12.48	\$ 12.48	\$ 5.00
[Product 12] Product description	1.0	\$ 49.95	\$ 39.96	\$ 37.46	\$ 32.47	\$ 24.98	\$ 19.98	\$ 22.48	\$ 29.97	\$ 34.97	\$ 24.98	\$ 24.98	\$ 10.00
[Product 13] Product description	1.0	\$ 49.95	\$ 39.96	\$ 37.46	\$ 32.47	\$ 24.98	\$ 19.98	\$ 22.48	\$ 29.97	\$ 34.97	\$ 24.98	\$ 24.98	\$ 10.00

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