

This is useful when you want to compare profit models when doing business with associations.

Use this worksheet to experiment with different pricing and commission models

Association management often wants to provide a deal for their members.

They often want to earn "Non-Dues Revenue" for their association.

## Association / Affiliate Pricing Analysis

Scenario 1		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	20%	\$ 79.96	\$ 59.96	\$ 39.96	\$ 15.96
Local Chapter	15%	\$ 11.99	\$ 8.99	\$ 5.99	\$ 2.39
		\$ 67.97	\$ 50.97	\$ 33.97	\$ 13.57
Association National HQ	5%	\$ 3.40	\$ 2.55	\$ 1.70	\$ 0.68
[Company] Rep Commission	20%	\$ 12.91	\$ 9.68	\$ 6.45	\$ 2.58
<b>Net to [Company]</b>		<b>\$ 51.65</b>	<b>\$ 38.73</b>	<b>\$ 25.81</b>	<b>\$ 10.31</b>
<i>% of Street price</i>		52%	52%	52%	52%

Scenario 2		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	15%	\$ 84.96	\$ 63.71	\$ 42.46	\$ 16.96
Local Chapter	15%	\$ 12.74	\$ 9.56	\$ 6.37	\$ 2.54
		\$ 72.21	\$ 54.15	\$ 36.09	\$ 14.41
Association National HQ	5%	\$ 3.61	\$ 2.71	\$ 1.80	\$ 0.72
[Company] Rep Commission	20%	\$ 13.72	\$ 10.29	\$ 6.86	\$ 2.74
<b>Net to [Company]</b>		<b>\$ 54.88</b>	<b>\$ 41.16</b>	<b>\$ 27.43</b>	<b>\$ 10.95</b>
<i>% of Street price</i>		55%	55%	55%	55%

Scenario 3		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	15%	\$ 84.96	\$ 63.71	\$ 42.46	\$ 16.96
Local Chapter	10%	\$ 8.50	\$ 6.37	\$ 4.25	\$ 1.70
		\$ 76.46	\$ 57.34	\$ 38.21	\$ 15.26
Association National HQ	5%	\$ 3.82	\$ 2.87	\$ 1.91	\$ 0.76
[Company] Rep Commission	20%	\$ 14.53	\$ 10.89	\$ 7.26	\$ 2.90
<b>Net to [Company]</b>		<b>\$ 58.11</b>	<b>\$ 43.58</b>	<b>\$ 29.04</b>	<b>\$ 11.60</b>
<i>% of Street price</i>		58%	58%	58%	58%

Scenario 4		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	10%	\$ 89.96	\$ 67.46	\$ 44.96	\$ 17.96
Local Chapter	10%	\$ 9.00	\$ 6.75	\$ 4.50	\$ 1.80
		\$ 80.96	\$ 60.71	\$ 40.46	\$ 16.16
Association National HQ	5%	\$ 4.05	\$ 3.04	\$ 2.02	\$ 0.81
[Company] Rep Commission	20%	\$ 15.38	\$ 11.53	\$ 7.69	\$ 3.07
<b>Net to [Company]</b>		<b>\$ 61.53</b>	<b>\$ 46.14</b>	<b>\$ 30.75</b>	<b>\$ 12.28</b>
<i>% of Street price</i>		62%	62%	62%	62%

Compared to Reseller Model		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Reseller Discount	28%	\$ 71.96	\$ 53.96	\$ 35.96	\$ 14.36
Co-op Allowance	20%	\$ 14.39	\$ 10.79	\$ 7.19	\$ 2.87
Rep Commission	4%	\$ 2.88	\$ 2.16	\$ 1.44	\$ 0.57
<b>Net to [Company]</b>		<b>\$ 54.69</b>	<b>\$ 41.01</b>	<b>\$ 27.33</b>	<b>\$ 10.92</b>
<i>% of Street price</i>		55%	55%	55%	55%