

Use this Bundle Pricing Calculator to compute the returns on various package deals you may wish to offer on your products/services.

You can compare any prices and combinations of prices for each of your products and services.

Instructions:

- 1) Enter all of your products and/or services in the first column
- 2) Insert their respective prices.
- 3) Create various bundle scenarios by entering the quantity of each product / service to be included with each bundle deal.
- 4) Enter your proposed "package deal" price on the top "Cost to Customer" line.
- 5) The 'Incremental \$' will simply enable you to simultaneously see two more scenarios at bundle prices reduced further by this amount.
- 6) Likewise, the 'Incremental %' will simply enable you to simultaneously see two more scenarios at bundle prices reduced further by this percentage.
- 7) Read the resulting discount "pitch" to analyse which one you want to use.

## Bundle Pricing Calculator

10 Products X 10 Bundles

Products	SRP	Street Price	Quantity Purchased									
			Bundle 1	Bundle 2	Bundle 3	Bundle 4	Bundle 5	Bundle 6	Bundle 7	Bundle 8	Bundle 9	Bundle 10
[Product / Service 1]	\$ 139.00	99.00	1	1	1	1	1	2	2	1	1	2
[Product / Service 2]	139.00	89.00		1	1	1	1	2	2	1	2	2
[Product / Service 3]	139.00	89.00	2	1		1	1		2	2	3	2
[Product / Service 4]	139.00	89.00	2	1		1	1		2	2	3	2
[Product / Service 5]	139.00	89.00	2	1		1	1		2	2	3	2
[Product / Service 6]	139.00	89.00				1	1			3	4	2
[Product / Service 7]	139.00	89.00				1	1				5	2
[Product / Service 8]	79.00	49.00					1				1	2
[Product / Service 9]	139.00	89.00						1			2	2
[Product / Service 10]	139.00	89.00						1			2	2
<b>Total Retail Price</b>			<b>\$ 633.00</b>	<b>\$ 455.00</b>	<b>\$ 188.00</b>	<b>\$ 633.00</b>	<b>\$ 860.00</b>	<b>\$ 376.00</b>	<b>\$ 910.00</b>	<b>\$ 989.00</b>	<b>\$ 2,284.00</b>	<b>\$ 1,720.00</b>

<b>Incremental \$</b>		\$ (20.00)	\$ (75.00)	\$ (10.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)	\$ (50.00)
Cost to Customer	<i>Sale Price Customers See:</i>	<b>\$ 197.00</b>	<b>\$ 197.00</b>	<b>\$ 127.00</b>	<b>\$ 397.00</b>	<b>\$ 597.00</b>	<b>\$ 297.00</b>	<b>\$ 497.00</b>	<b>\$ 587.00</b>	<b>\$ 1,697.00</b>	<b>\$ 1,297.00</b>	
Discount \$	<i>"You Save..."</i>	\$ 436.00	\$ 258.00	\$ 61.00	\$ 236.00	\$ 263.00	\$ 79.00	\$ 413.00	\$ 402.00	\$ 587.00	\$ 423.00	
Discount %	<i>That's a Discount of...</i>	69%	57%	32%	37%	31%	21%	45%	41%	26%	25%	

Cost to Customer	<i>Sale Price Customers See:</i>	\$ 177.00	\$ 122.00	\$ 117.00	\$ 347.00	\$ 547.00	\$ 247.00	\$ 447.00	\$ 537.00	\$ 1,647.00	\$ 1,247.00	
Discount \$	<i>"You Save..."</i>	\$ 456.00	\$ 333.00	\$ 71.00	\$ 286.00	\$ 313.00	\$ 129.00	\$ 463.00	\$ 452.00	\$ 637.00	\$ 473.00	
Discount %	<i>That's a Discount of...</i>	72%	73%	38%	45%	36%	34%	51%	46%	28%	28%	

Cost to Customer	<i>Sale Price Customers See:</i>	\$ 157.00	\$ 47.00	\$ 107.00	\$ 297.00	\$ 497.00	\$ 197.00	\$ 397.00	\$ 487.00	\$ 1,597.00	\$ 1,197.00	
Discount \$	<i>"You Save..."</i>	\$ 476.00	\$ 408.00	\$ 81.00	\$ 336.00	\$ 363.00	\$ 179.00	\$ 513.00	\$ 502.00	\$ 687.00	\$ 523.00	
Discount %	<i>That's a Discount of...</i>	75%	90%	43%	53%	42%	48%	56%	51%	30%	30%	

<b>Incremental % =</b>	<b>5%</b>	<b>10%</b>										
Base Discount %	<i>That's a Discount of...</i>	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Discount \$	<i>"You Save..."</i>	\$ 126.60	\$ 91.00	\$ 37.60	\$ 126.60	\$ 172.00	\$ 75.20	\$ 182.00	\$ 197.80	\$ 456.80	\$ 344.00	
Cost to Customer	<i>Sale Price Customers See:</i>	\$ 506.40	\$ 364.00	\$ 150.40	\$ 506.40	\$ 688.00	\$ 300.80	\$ 728.00	\$ 791.20	\$ 1,827.20	\$ 1,376.00	

Discount %	<i>That's a Discount of...</i>	30%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Discount \$	<i>"You Save..."</i>	\$ 189.90	\$ 113.75	\$ 47.00	\$ 158.25	\$ 215.00	\$ 94.00	\$ 227.50	\$ 247.25	\$ 571.00	\$ 430.00	
Cost to Customer	<i>Sale Price Customers See:</i>	\$ 443.10	\$ 341.25	\$ 141.00	\$ 474.75	\$ 645.00	\$ 282.00	\$ 682.50	\$ 741.75	\$ 1,713.00	\$ 1,290.00	

Discount %	<i>That's a Discount of...</i>	40%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Discount \$	<i>"You Save..."</i>	\$ 253.20	\$ 136.50	\$ 56.40	\$ 189.90	\$ 258.00	\$ 112.80	\$ 273.00	\$ 296.70	\$ 685.20	\$ 516.00	
Cost to Customer	<i>Sale Price Customers See:</i>	\$ 379.80	\$ 318.50	\$ 131.60	\$ 443.10	\$ 602.00	\$ 263.20	\$ 637.00	\$ 692.30	\$ 1,598.80	\$ 1,204.00	

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