

Use this spreadsheet to establish your overall pricing structure.

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.

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[Your Company Name Here]
 [Company Slogan]
 [Your Address Here]
 [123-456-7890 * 123-456-7890 FAX]
 [www.YourWebAddressHere.com]

Pricing Matrix

Sales Channel

Revised 1/10/17

Title	Model #	Estimated												Competitive Upgrade	Not for Resale
		SRP	Street	End-User Direct	Reseller Direct	Online / Catalogs	Academic / Student	Wholesale Distributor	Marketing Partners	Special Members	Product Upgrade				
<i>Calculated from X% Margin Over Wholesale Distributor</i>					10%	5%	50% Discount		20% off Street						
[Product 1] Product description	3.0	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 49.00	\$ 15.00		
[Product 2] Product description	1.1	\$ 149.00	\$ 89.95	\$ 89.95	\$ 77.20	\$ 73.20	\$ 44.98	\$ 69.50	\$ 70.00	\$ 39.00	\$ 49.00	\$ 49.00	\$ 15.00		
[Product 3] Product description	1.2	\$ 29.99	\$ 19.95	\$ 29.95	\$ 7.80	\$ 7.40	\$ 14.98	\$ 7.00	\$ 20.00	\$ 19.99	N/A	N/A	\$ 15.00		
[Product 4] Product description	4.0	\$ 149.00	\$ 99.00	\$ 99.95	\$ 77.20	\$ 73.20	\$ 49.98	\$ 69.50	\$ 78.00	\$ 39.00	\$ 49.00	\$ 49.00	\$ 15.00		
[Product 5] Product description	4.0	\$ 249.00	\$ 195.00	\$ 195.00	\$ 150.00	\$ 142.10	\$ 97.50	\$ 135.00	\$ 154.00	\$ 39.00	\$ 100.00	\$ 50.00	\$ 30.00		
[Product 6] Product description	4.0	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 39.00	\$ 15.00		
[Product 7] Product description	1.0	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 39.00	\$ 15.00		
[Product 8] Product description	2.0	\$ 99.00	\$ 74.99	\$ 74.95	\$ 67.00	\$ 63.50	\$ 37.48	\$ 57.00	\$ 60.00	\$ 39.00	\$ 49.00	\$ 39.00	\$ 15.00		
[Product 9] Product description	2.1	\$ 79.00	\$ 39.95	\$ 39.95	\$ 35.10	\$ 33.30	\$ 19.98	\$ 31.60	\$ 30.00	\$ 39.00	\$ 39.00	\$ 39.00	\$ 15.00		
[Product 10] Product description	3.0	\$ 139.00	\$ 99.95	\$ 99.95	\$ 77.20	\$ 73.20	\$ 49.98	\$ 69.50	\$ 78.00	\$ 39.00	\$ 49.00	\$ 49.00	\$ 15.00		
[Product 11] Product description	xyz	\$ 24.95	\$ 19.95	\$ 19.95	\$ 13.30	\$ 12.60	\$ 19.95	\$ 12.00	\$ 14.00	\$ 19.95	N/A	N/A	\$ 10.00		
[Product 12] Product description	1.0	\$ 49.95	\$ 39.95	\$ 39.95	\$ 16.50	\$ 15.60	\$ 10.00	\$ 14.00	\$ 30.00	\$ 19.99	N/A	N/A	\$ 15.00		
[Product 13] Product description	1.0	\$ 49.95	\$ 39.95	\$ 39.95	\$ 16.50	\$ 15.60	\$ 19.98	\$ 14.00	\$ 30.00	\$ 19.99	N/A	N/A	\$ 15.00		

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Master	Distributor	Reseller	Catalog	End-User	Academic	Partner	Members	Upgrade	Competitive Upgrade	NFR
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