

The Fastest Way To Bottom Line Profits

Most business owners I know are reluctant to put up their prices because they think they'll lose customers and reduce their profits. This handy little table shows the percentage increase in price and how much business you'd need to lose before it affects your bottom line. Enjoy!

Increasing Your Prices

	If your present margin is:	20%	25%	30%	35%	40%	45%	50%	55%	60%
And you increase your price by:	Your sales would have to DECLINE by the amount shown before your Profit is reduced...									
2%		9%	7%	6%	5%	4%	4%	4%	4%	3%
4%		17%	14%	12%	10%	9%	8%	7%	7%	6%
6%		23%	19%	17%	15%	13%	12%	11%	10%	9%
8%		29%	24%	21%	19%	17%	15%	14%	13%	12%
10%		33%	29%	25%	22%	20%	18%	17%	15%	14%
12%		38%	32%	29%	26%	23%	21%	19%	18%	17%
14%		41%	36%	32%	29%	26%	24%	22%	20%	19%
16%		44%	39%	35%	29%	26%	24%	22%	20%	19%
18%		47%	42%	38%	34%	41%	29%	26%	25%	23%
20%		50%	44%	40%	36%	33%	31%	29%	27%	25%
25%		56%	50%	45%	42%	38%	36%	33%	31%	29%
30%		60%	55%	50%	46%	43%	40%	38%	35%	33%

Discounting Your Prices

	If your present margin is:	20%	25%	30%	35%	40%	45%	50%	55%	60%
And you discount your price by:	Your sales must INCREASE by the amount shown below to keep the same margin...									
2%		11%	9%	7%	6%	5%	5%	4%	4%	3%
4%		25%	19%	15%	13%	11%	10%	9%	8%	7%
6%		43%	32%	25%	21%	18%	15%	14%	12%	11%
8%		67%	47%	36%	30%	25%	22%	19%	17%	15%
10%		100%	67%	50%	40%	33%	29%	25%	22%	20%
12%		150%	92%	67%	52%	43%	36%	32%	28%	25%
14%		233%	127%	88%	67%	54%	45%	39%	34%	30%
16%		400%	178%	114%	84%	67%	55%	47%	41%	36%
18%		900%	257%	150%	106%	82%	67%	56%	49%	43%
20%			400%	200%	133%	100%	80%	67%	57%	50%
25%				500%	250%	167%	125%	100%	83%	71%
30%					600%	300%	200%	150%	120%	100%