PRICING TEMPLATE

Pricing review worksheet

Work through your main products or services one at a time. Knowing the real margin on each is the starting point for any price change.

Product or service	Price now	Direct cost	Margin %	New price	New margin %

Margin % = (price - direct cost) / price x 100. Direct cost is the materials, labour and other costs that go into each sale.

What does the customer actually get from this: the outcome, not the task?

What would it cost them to go without it, or to fix a poor job?

Which customers or jobs are least profitable, and what will we change?

Could we offer three options (essential, standard, premium)? What goes in each?

Price change plan

New prices start on

How we will tell customers

Review the result on