

Discounting Your Prices

If your present gross margin is.....

20% 25% 30% 35% 40% 45% 50% 55% 60%

And you discount
your prices by.....

Your sales must **INCREASE** by the amount shown below to keep the same **Gross Profit**



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%

Check YOUR

Gross Margin

30.0%

YOUR req'd Increase

7%

15%

25%

36%

50%

67%

88%

114%

150%

200%

500%



Sales DNA — UK Sales Consultancy and Sales Training

T: 0845 6434165

WWW.SALES DNALTD.COM