

# **\$SYSTEM \$ELLING**

## **How to price to make a profit...**

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### COMFORT SYSTEM PRODUCT

PRODUCT COST ..... \$ \_\_\_\_\_

ADDITIONAL MATERIALS ..... \$ \_\_\_\_\_

LABOR COST

\_\_\_\_\_ HOURS @ \$ \_\_\_\_\_ ..... \$ \_\_\_\_\_

**TOTAL COSTS** ..... \$ \_\_\_\_\_

**SELLING PRICE MULTILPIER\*** ..... X \_\_\_\_\_

**SELLING PRICE** ..... \$ \_\_\_\_\_

\* TO CALCULATE A **SELLING PRICE MULTIPLIER**, FOLLOW THIS FORMULA:

**EXAMPLE:**

**Overhead** @ 30% = .30

**Net Profit Desired** @ 10% = .10

**Sales Commission** @ 5% = .05

TOTAL = .45

**1.00 - .45 = .55**

**1.00 / .55 = 1.82**

**YOUR COMPANY**

**Overhead** @ \_\_\_\_\_ % = \_\_\_\_\_

**Net Profit Desired** @ \_\_\_\_\_ % = \_\_\_\_\_

**Sales Commission** @ \_\_\_\_\_ % = \_\_\_\_\_

TOTAL = \_\_\_\_\_

**1.00 - \_\_\_\_\_ = \_\_\_\_\_**

**1.00 / \_\_\_\_\_ = \_\_\_\_\_**

**Selling Price Multiplier**

**THIS SELLING PRICE METHOD  
GUARANTEES YOUR PROFITS!**