

A Sharp Look at....

THE COST OF CUTTING PRICES

Look...before you cut your price! You may change your mind.
 To find the percentage of **how many more units you have to sell** to earn the same gross profit when you cut a price, use the table below.

IF YOU CUT YOUR PRICE



IF YOUR PRESENT GROSS PROFIT IS:

	20%	25%	30%	35%	40%	45%	50%
1%	5.3%	4.2%	3.4%	2.9%	2.6%	2.3%	2.0%
2%	11.1%	8.7%	7.1%	6.1%	5.3%	4.7%	4.2%
3%	17.6%	13.6%	11.1%	9.4%	8.1%	7.1%	6.4%
4%	25.0%	19.0%	15.4%	12.9%	11.1%	9.8%	8.7%
5%	33.3%	25.0%	20.0%	16.7%	14.3%	12.5%	11.1%
6%	42.9%	31.6%	25.0%	20.7%	17.6%	15.4%	13.6%
7%	53.8%	38.9%	30.4%	25.0%	21.2%	18.4%	16.3%
8%	66.7%	47.1%	36.4%	29.6%	25.0%	21.6%	19.0%
9%	81.8%	56.3%	42.9%	34.6%	29.0%	25.0%	22.0%
10%	100.0%	66.7%	50.0%	40.0%	33.3%	28.6%	25.0%
11%	122.2%	78.6%	57.9%	45.8%	37.9%	32.4%	28.2%
12%	150.0%	92.3%	66.7%	52.2%	42.9%	36.4%	31.6%
13%	185.7%	108.3%	76.5%	59.1%	48.1%	40.6%	35.1%
14%	233.3%	127.3%	87.5%	66.7%	53.8%	45.2%	38.9%
15%	300.0%	150.0%	100.0%	75.0%	60.0%	50.0%	42.9%
16%	400.0%	177.8%	114.3%	84.2%	66.7%	55.2%	47.1%
17%	566.7%	212.5%	130.8%	94.4%	73.9%	60.7%	51.5%
18%	900.0%	257.1%	150.0%	105.9%	81.8%	66.7%	56.3%
19%	1900.0%	316.7%	172.7%	118.8%	90.5%	73.1%	61.3%
20%	N/A	400.0%	200.0%	133.3%	100.0%	80.0%	66.7%