

## *The Little Known TRUTH about INCREASING Prices...*

Using the chart below, find the column (along the top) that shows your current % Margin.  
Then find the row (down the side) that shows the % of Price *increase* you're planning.

Where these two rows and columns meet, that figure shows the % amount your Sales volume has to decline before your gross profit will be REDUCED below its current level.

*At a **20%** margin, a **10%** price increase allows for a **33%** reduction  
in sales volume before your gross profit is reduced below its current level.*

Margin → Increase ↓	<b>20%</b>	<b>25%</b>	<b>30%</b>	<b>35%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>55%</b>	<b>60%</b>
<b>2%</b>	9%	7%	6%	5%	5%	4%	4%	4%	3%
<b>4%</b>	17%	14%	12%	10%	9%	8%	7%	7%	6%
<b>6%</b>	23%	19%	17%	15%	13%	12%	11%	10%	9%
<b>8%</b>	29%	24%	21%	19%	17%	15%	14%	13%	12%
<b>10%</b>	<b>33%</b>	29%	25%	22%	20%	18%	17%	15%	14%
<b>12%</b>	38%	32%	29%	26%	23%	21%	19%	18%	17%
<b>14%</b>	41%	36%	32%	29%	26%	24%	22%	20%	19%
<b>16%</b>	44%	39%	35%	31%	29%	26%	24%	23%	21%
<b>18%</b>	47%	42%	38%	34%	31%	29%	26%	25%	23%
<b>20%</b>	50%	44%	40%	36%	33%	31%	29%	27%	25%
<b>25%</b>	56%	50%	45%	42%	38%	36%	33%	31%	29%
<b>30%</b>	60%	55%	50%	46%	43%	40%	38%	35%	33%

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