

## Power of Price

Bottom Line Profit % (Net Margin, EBIT, EBITDA, Op Profit, etc) =  %

For every percentage point of price I gain, my net profit improves by  %

Bottom Line Profit	1% Price Drives Profit Lift of:
1%	100%
2%	50%
3%	33%
4%	25%
5%	20%
6%	17%
7%	14%
8%	13%
9%	11%
10%	10%
11%	9%
12 - 13%	8%
14 - 15%	7%
16 - 18%	6%
19 - 22%	5%
23 - 28%	4%
29 - 40%	3%
41 - 66%	2%
67% +	1%