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THE EMBROIDERY COACH

How To Price Embroidery “Package Pricing” Module 4

In this module I am going to talk about how to simplify your price list for your corporate wear or other items that you sell.

You want to be able to give your customer a price instantly whether in your shop or out on location in the customer’s presence. The format that I have created is very simple to use. You will need to add the amount of markup that you want for your products. Not all products will have the same amount of markup but by using this sheet, you can instantly see what your selling price should be.

The price on this page, the Product and Emb Pricing is a combination of the product and the embroidery in one package.

Stitch Count	Embroidery Cost	1 Piece										2-5 Pieces										6-1						
		\$12.00	\$5.00	\$2.00	\$1.80	\$1.25	\$0.95	\$0.65	\$0.50	\$0.25	Percent																	
		Cost	Add correct freight costs in columns above each category										Item Price	A	B	C	D	E	F	Item Price	A		B	C	D	E	F	Item Price
Garment	2.3	\$14.30	\$7.30	\$4.30	\$3.80	\$3.55	\$2.25	\$2.85	\$2.80	\$2.55	140%	\$20.02	\$31.70	\$33.86	\$36.74	\$39.62	\$42.50	\$45.37	\$10.22	\$19.20	\$21.35	\$24.24	\$27.12	\$30.00	\$32.88	\$6.02	\$13.21	\$16.10
Good T-Shirt	2.36	\$14.36	\$7.36	\$4.36	\$3.86	\$3.61	\$3.31	\$3.01	\$2.86	\$2.61	140%	\$20.10	\$31.79	\$33.95	\$36.82	\$39.70	\$42.58	\$45.46	\$10.30	\$19.29	\$21.45	\$24.33	\$27.20	\$30.08	\$32.96	\$6.10	\$13.29	\$16.18
Better T-Shirt	3	\$15.00	\$8.00	\$5.00	\$4.50	\$4.25	\$3.95	\$3.65	\$3.50	\$3.25	140%	\$21.00	\$32.68	\$34.84	\$37.72	\$40.60	\$43.48	\$46.35	\$11.20	\$20.18	\$22.34	\$25.22	\$28.10	\$30.98	\$33.86	\$7.00	\$14.19	\$16.16
Best T-Shirt	4.5	\$16.50	\$9.50	\$6.50	\$6.00	\$5.75	\$5.45	\$5.15	\$5.00	\$4.75	140%	\$23.10	\$34.78	\$36.94	\$39.82	\$42.70	\$45.58	\$48.45	\$13.30	\$22.28	\$24.44	\$27.32	\$30.20	\$33.08	\$35.96	\$9.10	\$16.29	\$18.19
Good Golf Shirt	5.45	\$17.45	\$10.45	\$7.45	\$6.95	\$6.70	\$6.40	\$6.10	\$5.95	\$5.70	140%	\$24.43	\$36.11	\$38.27	\$41.15	\$44.03	\$46.91	\$49.78	\$14.63	\$23.61	\$25.77	\$28.65	\$31.53	\$34.41	\$37.29	\$10.43	\$17.62	\$19.19
Better Golf Shirt	9.5	\$21.50	\$14.50	\$11.50	\$11.00	\$10.75	\$10.45	\$10.15	\$10.00	\$9.75	140%	\$30.10	\$41.78	\$43.94	\$46.82	\$49.70	\$52.58	\$55.45	\$20.30	\$29.28	\$31.44	\$34.32	\$37.20	\$40.08	\$42.96	\$16.10	\$23.29	\$25.10
Best Golf Shirt	14	\$26.00	\$19.00	\$16.00	\$15.50	\$15.25	\$14.95	\$14.65	\$14.50	\$14.25	140%	\$36.40	\$48.08	\$50.24	\$53.12	\$56.00	\$58.88	\$61.75	\$26.60	\$35.58	\$37.74	\$40.62	\$43.50	\$46.38	\$49.26	\$22.40	\$29.59	\$31.11
Good Cap	7	\$14.00	\$7.00	\$4.00	\$3.50	\$3.25	\$2.95	\$2.65	\$2.50	\$2.25	140%	\$19.66	\$31.28	\$33.44	\$36.32	\$39.20	\$42.08	\$44.95	\$9.80	\$18.78	\$20.94	\$23.82	\$26.70	\$29.58	\$32.46	\$5.60	\$12.79	\$14.14
Better Cap	8	\$16.00	\$9.00	\$6.00	\$5.50	\$5.25	\$4.95	\$4.65	\$4.50	\$4.25	140%	\$22.48	\$34.00	\$36.24	\$39.12	\$42.00	\$44.88	\$47.75	\$12.60	\$21.58	\$23.74	\$26.62	\$29.50	\$32.38	\$35.26	\$8.40	\$15.59	\$17.17
Best Cap	7	\$19.00	\$12.00	\$9.00	\$8.50	\$8.25	\$7.95	\$7.65	\$7.50	\$7.25	140%	\$26.60	\$38.28	\$40.44	\$43.32	\$46.20	\$49.08	\$51.95	\$16.80	\$25.78	\$27.94	\$30.82	\$33.70	\$36.58	\$39.46	\$12.60	\$19.79	\$21.11
Jacket	50	\$62.00	\$55.00	\$52.00	\$51.50	\$51.25	\$50.95	\$50.65	\$50.50	\$50.25	140%	\$86.80	\$98.48	\$100.64	\$103.52	\$106.40	\$109.28	\$112.15	\$77.00	\$85.98	\$88.14	\$91.02	\$93.90	\$96.78	\$99.66	\$72.80	\$79.99	\$82.11
Garment	8.35	\$20.35	\$13.35	\$10.35	\$9.85	\$9.60	\$9.30	\$9.00	\$8.85	\$8.60	140%	\$28.49	\$40.17	\$42.33	\$45.21	\$48.09	\$50.97	\$53.84	\$18.69	\$27.67	\$29.83	\$32.71	\$35.59	\$38.47	\$41.35	\$14.49	\$21.68	\$23.10
Good T-Shirt	2.36	\$14.36	\$7.36	\$4.36	\$3.86	\$3.61	\$3.31	\$3.01	\$2.86	\$2.61	140%	\$20.10	\$31.79	\$33.95	\$36.82	\$39.70	\$42.58	\$45.46	\$10.30	\$19.29	\$21.45	\$24.33	\$27.20	\$30.08	\$32.96	\$6.10	\$13.29	\$16.18
Better T-Shirt	3	\$15.00	\$8.00	\$5.00	\$4.50	\$4.25	\$3.95	\$3.65	\$3.50	\$3.25	140%	\$21.00	\$32.68	\$34.84	\$37.72	\$40.60	\$43.48	\$46.35	\$11.20	\$20.18	\$22.34	\$25.22	\$28.10	\$30.98	\$33.86	\$7.00	\$14.19	\$16.16
Best T-Shirt	4.5	\$16.50	\$9.50	\$6.50	\$6.00	\$5.75	\$5.45	\$5.15	\$5.00	\$4.75	140%	\$23.10	\$34.78	\$36.94	\$39.82	\$42.70	\$45.58	\$48.45	\$13.30	\$22.28	\$24.44	\$27.32	\$30.20	\$33.08	\$35.96	\$9.10	\$16.29	\$18.19
Good Golf Shirt	5.45	\$17.45	\$10.45	\$7.45	\$6.95	\$6.70	\$6.40	\$6.10	\$5.95	\$5.70	140%	\$24.43	\$36.11	\$38.27	\$41.15	\$44.03	\$46.91	\$49.78	\$14.63	\$23.61	\$25.77	\$28.65	\$31.53	\$34.41	\$37.29	\$10.43	\$17.62	\$19.19
Better Golf Shirt	9.5	\$21.50	\$14.50	\$11.50	\$11.00	\$10.75	\$10.45	\$10.15	\$10.00	\$9.75	140%	\$30.10	\$41.78	\$43.94	\$46.82	\$49.70	\$52.58	\$55.45	\$20.30	\$29.28	\$31.44	\$34.32	\$37.20	\$40.08	\$42.96	\$16.10	\$23.29	\$25.10
Best Golf Shirt	14	\$26.00	\$19.00	\$16.00	\$15.50	\$15.25	\$14.95	\$14.65	\$14.50	\$14.25	140%	\$36.40	\$48.08	\$50.24	\$53.12	\$56.00	\$58.88	\$61.75	\$26.60	\$35.58	\$37.74	\$40.62	\$43.50	\$46.38	\$49.26	\$22.40	\$29.59	\$31.11
Good Cap	7	\$14.00	\$7.00	\$4.00	\$3.50	\$3.25	\$2.95	\$2.65	\$2.50	\$2.25	140%	\$19.66	\$31.28	\$33.44	\$36.32	\$39.20	\$42.08	\$44.95	\$9.80	\$18.78	\$20.94	\$23.82	\$26.70	\$29.58	\$32.46	\$5.60	\$12.79	\$14.14
Better Cap	8	\$16.00	\$9.00	\$6.00	\$5.50	\$5.25	\$4.95	\$4.65	\$4.50	\$4.25	140%	\$22.48	\$34.00	\$36.24	\$39.12	\$42.00	\$44.88	\$47.75	\$12.60	\$21.58	\$23.74	\$26.62	\$29.50	\$32.38	\$35.26	\$8.40	\$15.59	\$17.17
Best Cap	7	\$19.00	\$12.00	\$9.00	\$8.50	\$8.25	\$7.95	\$7.65	\$7.50	\$7.25	140%	\$26.60	\$38.28	\$40.44	\$43.32	\$46.20	\$49.08	\$51.95	\$16.80	\$25.78	\$27.94	\$30.82	\$33.70	\$36.58	\$39.46	\$12.60	\$19.79	\$21.11
Jacket	50	\$62.00	\$55.00	\$52.00	\$51.50	\$51.25	\$50.95	\$50.65	\$50.50	\$50.25	140%	\$86.80	\$98.48	\$100.64	\$103.52	\$106.40	\$109.28	\$112.15	\$77.00	\$85.98	\$88.14	\$91.02	\$93.90	\$96.78	\$99.66	\$72.80	\$79.99	\$82.11

The blue numbers are the only ones that you will change. The pricing that is highlighted in Pink is coming from the Corporate Price List. The sky-blue areas is the cost of your product with the shipping added. The royal blue number in the cost column is your product cost from the distributor and then the shipping is added across the column in the different quantities. The

Royal blue number in the Percent Markup column is the amount that you will be marking up the product before the embroidery is added. With the price of the product and then the shipping added, you are marking up both. This gives you a little extra cushion.

A question that I get a lot is, “What do you do if you do not have the pay the freight on an item?” I still plug that same number into the column. If I do not have to pay for the shipping, that means I get a little extra.

Product Cost & Shipping

		\$12.00	\$5.00	\$2.00	\$1.50	\$1.25	\$0.95	\$0.65	\$0.50	\$0.25	
	Cost	Add correct freight costs in columns above each category									Percent
Stitch Count											markup
Embroidery Cost		1	2-5	6-11	12-23	24-47	48-71	72-143	144-287	288-up	140%
Garment	2.3	\$14.30	\$7.30	\$4.30	\$3.80	\$3.55	\$3.25	\$2.95	\$2.80	\$2.55	140%
Good T-Shirt	2.36	\$14.36	\$7.36	\$4.36	\$3.86	\$3.61	\$3.31	\$3.01	\$2.86	\$2.61	140%
Better T-Shirt	3	\$15.00	\$8.00	\$5.00	\$4.50	\$4.25	\$3.95	\$3.65	\$3.50	\$3.25	140%
Best T-Shirt	4.5	\$16.50	\$9.50	\$6.50	\$6.00	\$5.75	\$5.45	\$5.15	\$5.00	\$4.75	140%
Good Golf Shirt	5.45	\$17.45	\$10.45	\$7.45	\$6.95	\$6.70	\$6.40	\$6.10	\$5.95	\$5.70	140%
Better Golf Shirt	9.5	\$21.50	\$14.50	\$11.50	\$11.00	\$10.75	\$10.45	\$10.15	\$10.00	\$9.75	140%
Best Golf Shirt	14	\$26.00	\$19.00	\$16.00	\$15.50	\$15.25	\$14.95	\$14.65	\$14.50	\$14.25	140%

The **Cost** of the item is your cost from the manufacturer or the distributor. I always use the piece price in my calculations. If you are in a situation where you are bidding against someone else, you can always add the dozens price or the case price instead if that is what it takes but I would not create my basic

price list using anything other than the piece price. You can tell them how special they are and for them you are willing to give them a discount.

The **Freight** cost figures that I have plugged into the spread sheet may not be 100% accurate but they have worked for me. They are close enough. You may need to figure what your shipping costs are and add those costs to the **Freight** row above each of the **Cost** categories. When you add in the correct figures the cost column will automatically update. I have been told that the freight prices are going to be taking a big jump this year also, so you want to be aware of that and keep your eyes open so that you can make your adjustments. You do not want to have to reduce your profit because of the freight increase.

The **Percentage of Markup** will determine how much you want to make on the markup of your items. If you are selling to someone that is going to resell the items, then you will use a lower markup than you will if you are strictly selling to retail. This is your choice. You can choose any markup that you want to work with. You can go as low as 10% for your markup and still make money but I would not go any lower than that. There is no point in money just changing hand and you surely do not want to lose any money.

Stitch Count Categories

The **Corporate Price List** includes your items that you purchase with the markup of your choosing and the embroidery pricing for each category. I have created six **Stitch Count** categories, **A-B-C-D-E-F**, for each **Quantity of Pieces** categories. This cuts down on a lot of individual figuring of prices and is a huge timesaver. This way you can always be prepared for that instant price. I show you that sheet in the video and show you how simple it is to use.

	1 Piece						2-5 Pieces						
Item Price	A	B	C	D	E	F	Item Price	A	B	C	D	E	F
Only	5000	8000	12000	16000	20000	24000	Only	5000	8000	12000	16000	20000	24000
1	\$11.68	\$13.84	\$16.72	\$19.60	\$22.48	\$25.35	2-5	\$8.98	\$11.14	\$14.02	\$16.90	\$19.78	\$22.66
\$20.02	\$31.70	\$33.86	\$36.74	\$39.62	\$42.50	\$45.37	\$10.22	\$19.20	\$21.36	\$24.24	\$27.12	\$30.00	\$32.88
\$20.10	\$31.79	\$33.95	\$36.82	\$39.70	\$42.58	\$45.46	\$10.30	\$19.29	\$21.45	\$24.33	\$27.20	\$30.08	\$32.96
\$21.00	\$32.68	\$34.84	\$37.72	\$40.60	\$43.48	\$46.35	\$11.20	\$20.18	\$22.34	\$25.22	\$28.10	\$30.98	\$33.86
\$23.10	\$34.78	\$36.94	\$39.82	\$42.70	\$45.58	\$48.45	\$13.30	\$22.28	\$24.44	\$27.32	\$30.20	\$33.08	\$35.96
\$24.43	\$36.11	\$38.27	\$41.15	\$44.03	\$46.91	\$49.78	\$14.63	\$23.61	\$25.77	\$28.65	\$31.53	\$34.41	\$37.29
\$30.10	\$41.78	\$43.94	\$46.82	\$49.70	\$52.58	\$55.45	\$20.30	\$29.28	\$31.44	\$34.32	\$37.20	\$40.08	\$42.96

- A- Up to 5,000 Stitches
- B- 5,001 up to 8,000 Stitches
- C- 8,001 up to 12,000 Stitches
- D- 12,001 up to 16,000 Stitches
- E- 16,001 up to 20,000 Stitches
- F- 20,001 up to 24,000 Stitches

The Orange column that sits in front of each Quantity category is the price of the item alone without the embroidery. The white squares show the price of the item and the embroidery together in each quantity category and each stitch count category.

This sheet goes up to 288 plus quantities to make it easy to find an instant price quote. You can create a price list with all of your most popular items

that you sell along with the embroidery and have a printout, so you can see it quickly.

If you are working out of your office you can use one version on your computer or Ipad that you keep the **Cost column** open, so that you can plug in the cost and come up with the instant answer if they are placing an order that you do not have on your sheet. You can also look to see where you can come down if that is required. With this type of a format, you have lots of choices and information right at your fingertips.

Your Pricing Is In Your Control

Between the markup of your items and the markup of your embroidery, you have many choices, and this can work with any type of situation. You have total control and flexibility with this type of format.

I hope that these videos and the workbooks have helped you on your journey to creating the type of pricing structure that will take you and your business to the next level. It has been such a pleasure for me to put this program together and be able to work you. If you have any questions, please do not hesitate to contact us!

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