WELCOME TO Pricing The Print



By David King Commander of Results



TheMarketKing.com Print Shop MakeOver - Guaranteed to Make You MORE SUCCESSFUL!

1.888.THE.KING ____(843.5464)

What is Your Break Even?

Your Cost Per Month to Keep The Lights On? Your Cost of Goods Sold? What Must You SELL?

> Monthly Cost = \$10,000 COGS = 25% Must Sell = \$13,334

What Will You Make OVER THE BREAK EVEN? \$65 on every \$100 in Sales Goes To Bottom Line!



(843.5464)

What is The Potential

Printer Speed????? Set Printer at Best Speed for All Work Starting Printing and Measure 60 seconds NOW YOU HAVE A SPEED LIPM

6 LIPM means in 1 hour you can print 30 linear feet. Typical roll nets about 75%. Average Sell Price for Digital Graphic is \$5 so with a COGS at 25% your Net Profit per printer is \$3.75 sq. ft. This printer can produce \$337.50 per hour.

For an 8 hour 5 day week For a 16 hour 5 day week For a 20 hour 5 day week \$140,400 per year \$280,800 per year \$351,000 per year

Must Have A Good Printer that can run at night un-attended!



(843.5464)

Employee Ratio \$110,000 per Employee Sales Walls

> \$100,000 \$250,000 \$750,000 \$1,200,000



TheMarketKing.com Print Shop MakeOver - Guaranteed to Make You MORE SUCCESSFUL!

1.888.THE.KING (843.5464)

How Should You Setup Your Books

Expenses vs. Cost of Good Sold?

Expenses are the money expended each month to run your business. This includes ALL expenses that you MUST PAY to keep your business running. Cost of goods sold are the money spent on items and services that are DIRECTLY related to producing a sale.

Expenses

6-5100 Payroll

6-1000 Marketing -Print, Advertising, WEB, Radio, etc. 6-1080 Contributions and Donations 6-1200 Dues & Subscriptions 6-1230 Contributions & Donations 6-1250 Auto-Parking, etc. 6-1275 Fuel - Mileage 6-1300 Equipment Lease 6-1350 Equipment Rental 6-1400 Insurance 6-1500 Interest 6-1600 Late Fees Paid 6-1650 Bank Fees 6-1700 Leasehold Improvement Expense 6-1800 Legal & Accounting 6-1850 Visa/MC/Amex/Discover Fees 6-1900 License Fees 6-2000 Maintenance & Repairs 6-2050 Computer Maintenance 6-2100 Media Bookings 6-2200 Office Supplies 6-2250 Computer Supplies 6-2300 Postage & Delivery 6-2400 Rent 6-2450 Shrinkage/Spoilage 6-3000 Depreciation Expense

6-5110 Wages 6-5120 Employee Day Care Expense 6-5130 Employer Expenses 6-5140 Payroll Service 6-5150 FICA-Employer 6-5160 Employee Medical 6-5170 Employee Dental Expense 6-5180 SUI Taxes 6-5190 FUTA 6-5199 Employee Expense 6-5200 Telephone 6-5250 Cell Phone Expense 6-5975 Waste Removal 6-5300 Travel 6-5375 Meals & Entertainment 6-5400 Utilities 6-5410 Gas/Oil 6-5420 Electricity 6-5430 Water 6-5440 Internet Services 6-5500 Depreciation Expense 6-5600 Discounts 6-5610 Discounts Given 6-5620 Discounts Taken 6-7000 Miscellaneous Expense 6-8500 Bad Debt TOTAL EXPENSES

Cost of Goods Sold

5-1000 Media Billing Costs 5-1100 Equipment Sales Expenses 5-1200 Design Cost 5-1400 Offset Printing Costs 5-1700 Digital Graphics Costs 5-1800 Installation 5-2000 Consulting Costs 5-2100 Video & Disc Costs 5-2200 Light Table, Stands etc. Costs 5-2500 MISC Costs 5-2600 Events & Promotions 5-2700 Photography 5-3000 Cost - Thermal 5-4000 Freight 5-5000 Commissions Paid 5-9900 Freight

TOTAL COST of GOODS SOLD

\$

Gross Sales Cost of Goods Sold Gross Profit Expenses

Net Profit/Loss

1.888.THE.KING

(843.5464)



Print Shop MakeOver - Guaranteed to Make You MORE SUCCESSFUL! TheMarketKing.com

How do you COST the Print

ALWAYS cost the Prints by the Linear Foot

You Sell the prints by the sq. ft.

Ink Cost - 1 Liter of ink divided by 750= CPSF
 Media Cost - Length of roll divided by cost
 Laminate Cost - Length of roll divided by cost
 Board Cost - 48" x 96" use 25 sq. ft.



(843.5464)

Typical Market Sell Prices

Maada	-4 Detero Café	Carda		Maulast Datas	Hand Cards	C - 1441. T	
магке	et Prices - Soft	Goods		Market Prices	6 - Hard Goods	- Solvent with La	aminate
Product	Retail	Street	Lowest	Product	Retail	Street	Lowest
Banner 13	\$7.00	\$4.00	\$1.10	Foamcore	\$14.00	\$10.00	\$6.00
Banner Mesh	\$8.00	\$8.00	\$3.00	Coroplast	\$14.00	\$10.00	\$6.00
Fabric	\$12.00	\$10.00	\$5.00	PolyStyrene .040.060	\$14.00	\$10.00	\$6.00
Floor Graphics	\$12.00	\$10.00	\$6.00	PolyStyrene .080	\$20.00	\$15.00	\$10.00
Wall Paper Vinyl	\$10.00	\$7.00	\$3.00	Gator 3/16"	\$20.00	\$15.00	\$10.00
Wall/ Barricade Wrap	\$8.00	\$6.00	\$2.00	Sintra/PVC 3mm	\$20.00	\$15.00	\$10.00
Lambda Print Only	\$10.00	\$6.00	\$1.50	Gator 1/2"	\$24.00	\$19.00	\$14.00
Vehicle Wrap	\$12.00	\$8.00	\$5.00	Dibond 3mm	\$30.00	\$25.00	\$20.00
Window 1 Layer	\$12.00	\$10.00	\$6.00	Magnet	\$25.00	\$20.00	\$15.00
Window 2 Layer	\$20.00	\$15.00	\$12.00	DOUB	LE SIDED GRA	APHICS add 50%	,
		Markat	Dricos Hor	d Goods - Direct Print			
		Iviai Ket	Frices - mar	u Goous - Direct Frint			
	Product	t	Retail	Street	Lowest		
	Stop Li		\$10.00	~	\$3.00		
	Foamcore Coroplast PolyStyrene .040.060 Gator 3/16" Sintra/PVC 3mm Gator 1/2" Dibond 3mm		\$9.00	\$6.00	\$3.00	There are oth	ar producto
			\$9.00	\$6.00	\$3.00	There are oth in the Soft &	^
			\$9.00	\$6.00	\$3.00		-
			\$15.00		\$5.00	categories th	
			\$15.00		\$5.00	cover. The pr	
			\$19.00		\$9.00	are the mos	st popular.
			\$25.00		\$15.00		
	Magnet		\$20.00		\$10.00		
	Wagne		\$20.00	<i><i>ψ</i></i> 12.00	\$10.00		

1.888.THE.KING (843.5464) THE KING

Volume Discounts

Discounts MUST BE ON SQ. FT. Volume ONLY

1 to 49 sq. ft. = 50 to 99 sq. ft. = 100 to 149 sq. ft. = 150 to 199 sq. ft. = 200 to 249 sq. ft. = 250+ = \$0 off Retail
\$1 off Retail
\$2 off Retail
\$3 off Retail
\$4 off Retail
\$5 off Retail



1 888 THE KING

(843.5464)

Customer Discounts

Discount Extended to Customers

Retail Clients	=	0% off Sale
Term Clients	=	10% off Sale
High Volume Clients	=	20% off Sale
Resellers	=	25% off Sale



1.888.THE.KING

(843.5464)

How to Cost the HIGH Volume Jobs

A COST UP Model is best for these jobs

- 1. Determine the Value of Each Machine with Labor
 - Solvent Printer \$100 to \$150 per hour
 - Flatbed Printer \$200 to \$400 per hour
- 2. Cost the Materials and add 10% for waste/errors
- 3. Determine the time needed to print the job
- 4. Multiple the print time by the machine VALUE
- 5. Add the Material Costs and the Machine Value Example: 400 22" x 24" Sintra Prints on Flatbed
- a. 50 sheets + waste (55), of Sintra @ \$20 each = \$1,100
- b. 1,615 sq. ft. of ink @ \$.30 per sq. ft. = \$484
- c. 4 sheets per hour print speed = 13.75 hours
- d. 13.75 x Flatbed = \$3,437 plus cog = \$5,021
- e. TOTAL = \$12.55 each board or \$3.41 per sq. ft.!



IF KING

(843.5464)

GOOC Sales People



TheMarketKing.com Print Shop MakeOver - Guaranteed to Make You MORE SUCCESSFUL!

1.888.THE.KING (843.5464) Where To Find Good Sales People

Internally

Then Go To Craigslist Then Linkedin

Your Looking for: Magazine Sales People News Paper Sales People Radio Sales People



(843.5464)

Sales Commissions

Sales People Need To Be Rewarded Based On How Aligned Theirs Goals Are To The Companies Goals

- 0% to 10% off Sale 11% to 20% off Sale
- 21% to 30% off Sale 31% or Higher

- Full Commission 15%
 - 10% Commission
- 5% Commission
- Discussion

Base Salary I paid was \$24,000 per year



(843.5464)

Sales Commissions

The Average Sales Person runs at 10% of Gross Sales

At \$350,000 in sales plus the base salary

\$350,000 x 10%	=	\$35,000
Base Salary	=	\$24,000
Total	=	\$59,000

\$350,000 = \$6,800 a Week or 9 Sales a Week

Non-Recoverable Draw Against Commission for first 90 Days Recoverable Draw Against Commission from 91 to 180 days



(843.5464)



What Can You Expect As Your ROI

When you first start with Large Format Graphics 50% COGS

As you become efficient - \$250,000 25% COGS

EVERY \$100 Sold \$65 Goes to Gross Profit!



1 888 THF KING

(843.5464)

ROI What Did You Get Back for Your \$60,000 Investment? 25% Efficient & Sales Experience

- 1 Sales Person = \$198,000 GP
- 2 Sales People = \$396,000 GP
- 3 Sales People = \$594,000 GP



(843.5464)

BUSINESS RULES!

✓ Know Your Limits!

- ✓ Always Ask Your Customers What They Expect From Their Graphics
- ✓ Color is FREE, You Only Pay For The Materials
- ✓ Always Make It Clear as to What You Will Do for Them and How Much it will Cost
- ✓ Know Your Printer Speed So You Can Calculate Job Time
- ✓ Just Because Someone Else Can Do The Job for LESS, Does Not Make It Better



(843.5464)

Print Shop MakeOver Guaranteed to put \$50,000 on your BOTTOM LINE!



This Handout Can Be Found at our Web Site Click "On The Road with Dave King"

David King Commander of Results

1.888.THE.KING (843-5464)



TheMarketKing.com Print Shop MakeOver - Guaranteed to Make You MORE SUCCESSFUL!

1.888.THE.KING _! (843.5464)