

WELCOME TO

Pricing The Print



By

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Commander of Results



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!



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

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



Employee Ratio

\$110,000 per Employee

Sales Walls

\$100,000

\$250,000

\$750,000

\$1,200,000



How do you COST the Print

ALWAYS cost the Prints by the Linear Foot

You Sell the prints by the sq. ft.

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



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Typical Market Sell Prices

Market Prices - Soft Goods

Product	Retail	Street	Lowest
Banner 13	\$7.00	\$4.00	\$1.10
Banner Mesh	\$8.00	\$8.00	\$3.00
Fabric	\$12.00	\$10.00	\$5.00
Floor Graphics	\$12.00	\$10.00	\$6.00
Wall Paper Vinyl	\$10.00	\$7.00	\$3.00
Wall/ Barricade Wrap	\$8.00	\$6.00	\$2.00
Lambda Print Only	\$10.00	\$6.00	\$1.50
Vehicle Wrap	\$12.00	\$8.00	\$5.00
Window 1 Layer	\$12.00	\$10.00	\$6.00
Window 2 Layer	\$20.00	\$15.00	\$12.00

Market Prices - Hard Goods - Solvent with Laminate

Product	Retail	Street	Lowest
Foamcore	\$14.00	\$10.00	\$6.00
Coroplast	\$14.00	\$10.00	\$6.00
PolyStyrene .040.060	\$14.00	\$10.00	\$6.00
PolyStyrene .080	\$20.00	\$15.00	\$10.00
Gator 3/16"	\$20.00	\$15.00	\$10.00
Sintra/PVC 3mm	\$20.00	\$15.00	\$10.00
Gator 1/2"	\$24.00	\$19.00	\$14.00
Dibond 3mm	\$30.00	\$25.00	\$20.00
Magnet	\$25.00	\$20.00	\$15.00

DOUBLE SIDED GRAPHICS add 50%

Market Prices - Hard Goods - Direct Print

Product	Retail	Street	Lowest
Stop Light	\$10.00	\$7.00	\$3.00
Foamcore	\$9.00	\$6.00	\$3.00
Coroplast	\$9.00	\$6.00	\$3.00
PolyStyrene .040.060	\$9.00	\$6.00	\$3.00
Gator 3/16"	\$15.00	\$10.00	\$5.00
Sintra/PVC 3mm	\$15.00	\$10.00	\$5.00
Gator 1/2"	\$19.00	\$15.00	\$9.00
Dibond 3mm	\$25.00	\$20.00	\$15.00
Magnet	\$20.00	\$15.00	\$10.00

There are other products in the Soft & Hard Goods categories that I did not cover. The products here are the most popular.

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Volume Discounts

Discounts MUST BE ON SQ. FT. Volume ONLY

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



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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



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.!

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Good Sales People



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

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Sales Commissions

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

0% to 10% off Sale	=	Full Commission 15%
11% to 20% off Sale	=	10% Commission
21% to 30% off Sale	=	5% Commission
31% or Higher	=	Discussion

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



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



ROI

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!**

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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

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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



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