

When considering reducing prices (or giving discounts)

Present contribution factor in % (what is the net contribution of this product or service or LoB in terms of the companies annual total contribution)

% Price Reduction

	10	15	20	25	30	35	40	50	60	70	80	90
2.00	25	15	11	9	7	6	5	4	3	3	3	2
3.00	43	25	18	14	11	9	8	6	5	4	4	3
4.00	67	36	25	19	15	13	11	9	7	6	5	5
5.00	100	50	33	25	20	17	14	11	9	8	7	6
7.50	300	100	60	43	33	27	23	18	15	12	10	9
10.00	0	200	100	67	50	40	33	25	20	17	14	12
15.00	0	0	300	150	100	75	60	43	33	27	23	20
20.00	0	0	0	400	300	133	100	66	50	40	33	29



% by which sales volume must increase to maintain total contribution of that product, service or LoB