

# Blackblot® PMTK

## MVP Pricing Model Spreadsheet



**Company Name:** <Enter company name>  
**Product Name:** <Enter product name>

Date: <Enter creation date>  
 Contact: <Enter contact name>  
 Department: <Enter department name>  
 Location: <Enter location>  
 Email: <Enter email address>  
 Telephone: <Enter telephone number>

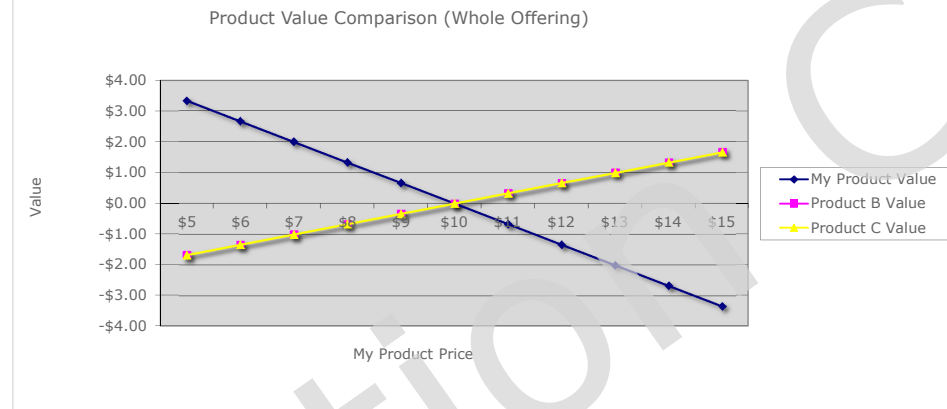
**Document Revision History:**

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision # >	<Enter your name>	<Enter name>

**Blackblot® Market-Value Pricing™ (MVP) Pricing Model**

Product	Points	Value	Benefits	Price
<My Product>	75 pt	\$0.00	\$10.00	<b>\$10.00</b>
<Product B>	75 pt	\$0.00	\$10.00	\$10.00
<Product C>	75 pt	\$0.00	\$10.00	\$10.00

<b>Start Point:</b>	<b>\$5.00</b>	<b>Increment:</b>	<b>\$1.00</b>
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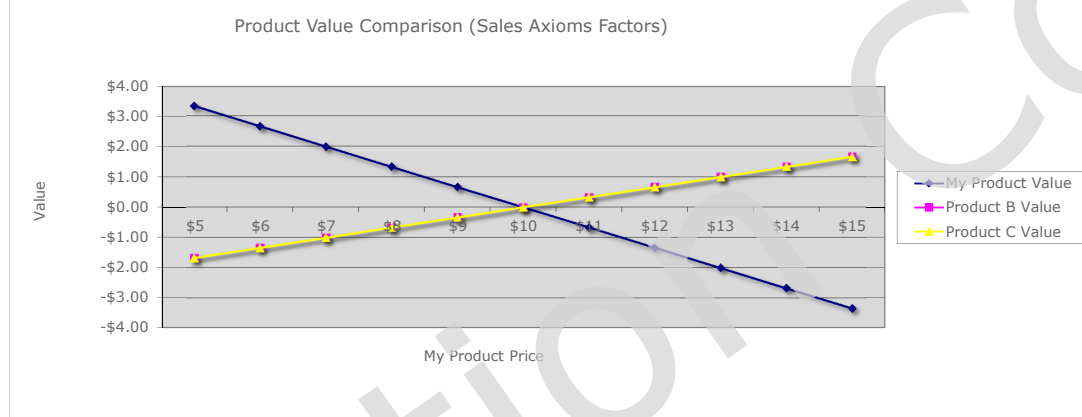
My Product Price	My Product Value	Product B Value	Product C Value
\$5	\$3.33	-\$1.67	-\$1.67
\$6	\$2.67	-\$1.33	-\$1.33
\$7	\$2.00	-\$1.00	-\$1.00
\$8	\$1.33	-\$0.67	-\$0.67
\$9	\$0.67	-\$0.33	-\$0.33
\$10	\$0.00	\$0.00	\$0.00
\$11	-\$0.67	\$0.33	\$0.33
\$12	-\$1.33	\$0.67	\$0.67
\$13	-\$2.00	\$1.00	\$1.00
\$14	-\$2.67	\$1.33	\$1.33
\$15	-\$3.33	\$1.67	\$1.67

Points Scale
100 pt
90 pt
80 pt
70 pt
60 pt
50 pt
40 pt
30 pt
20 pt
10 pt
0 pt

**Blackblot® Market-Value Pricing™ (MVP) Pricing Model**

Product	Sales Axiom # 1	Sales Axiom # 2	Sales Axiom # 3	Value	Benefits	Price
<My Product>	75 pt	75 pt	75 pt	\$0.00	\$10.00	\$10.00
<Product B>	75 pt	75 pt	75 pt	\$0.00	\$10.00	\$10.00
<Product C>	75 pt	75 pt	75 pt	\$0.00	\$10.00	\$10.00
<b>Sales Axiom Weight</b>	<b>33%</b>	<b>33%</b>	<b>33%</b>	<b>100%</b>		

<b>Start Point:</b>	<b>\$5.00</b>	<b>Increment:</b>	<b>\$1.00</b>
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My Product Price	My Product Value	Product B Value	Product C Value
\$5	\$3.33	-\$1.67	-\$1.67
\$6	\$2.67	-\$1.33	-\$1.33
\$7	\$2.00	-\$1.00	-\$1.00
\$8	\$1.33	-\$0.67	-\$0.67
\$9	\$0.67	-\$0.33	-\$0.33
\$10	\$0.00	\$0.00	\$0.00
\$11	-\$0.67	\$0.33	\$0.33
\$12	-\$1.33	\$0.67	\$0.67
\$13	-\$2.00	\$1.00	\$1.00
\$14	-\$2.67	\$1.33	\$1.33
\$15	-\$3.33	\$1.67	\$1.67

Points Scale
100 pt
90 pt
80 pt
70 pt
60 pt
50 pt
40 pt
30 pt
20 pt
10 pt
0 pt

**Blackblot® Market-Value Pricing™ (MVP) Pricing Model**

Product	Points	Value	Benefits	Price
Bananas	60 pt	\$2.76	\$4.76	<b>\$2.00</b>
Grapes	45 pt	-\$2.68	\$3.57	\$6.25
Kiwi	40 pt	-\$0.08	\$3.17	\$3.25

<b>Start Point:</b>	<b>\$1.00</b>	<b>Increment:</b>	<b>\$1.00</b>
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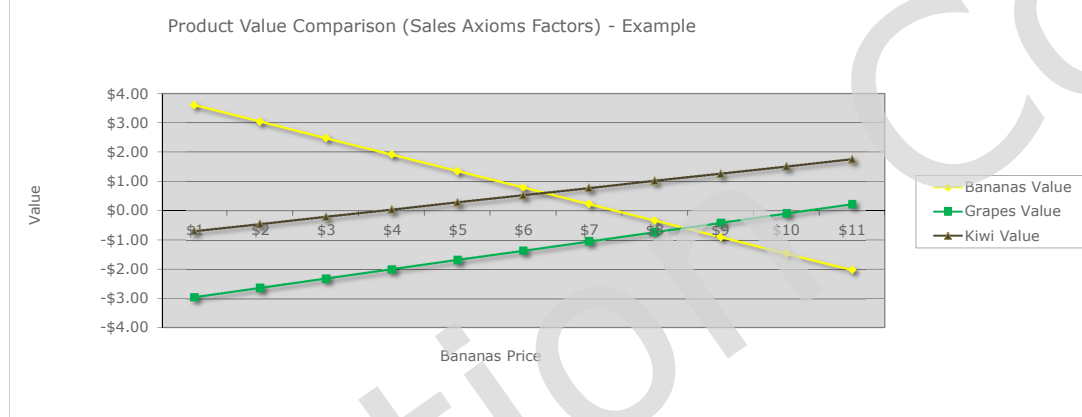
Bananas Price	Bananas Value	Grapes Value	Kiwi Value
\$1	\$3.34	-\$2.99	-\$0.35
\$2	\$2.76	-\$2.68	-\$0.08
\$3	\$2.17	-\$2.37	\$0.20
\$4	\$1.59	-\$2.06	\$0.47
\$5	\$1.00	-\$1.75	\$0.75
\$6	\$0.41	-\$1.44	\$1.03
\$7	-\$0.17	-\$1.13	\$1.30
\$8	-\$0.76	-\$0.82	\$1.58
\$9	-\$1.34	-\$0.51	\$1.85
\$10	-\$1.93	-\$0.20	\$2.13
\$11	-\$2.52	\$0.11	\$2.41

Points Scale
100 pt
90 pt
80 pt
70 pt
60 pt
50 pt
40 pt
30 pt
20 pt
10 pt
0 pt

**Blackblot® Market-Value Pricing™ (MVP) Pricing Model**

Product	Flavor	Nutrition	Convenience	Value	Benefits	Price
Bananas	70 pt	60 pt	90 pt	\$3.05	\$5.05	<b>\$2.00</b>
Grapes	50 pt	60 pt	50 pt	-\$2.61	\$3.64	\$6.25
Kiwi	40 pt	60 pt	25 pt	-\$0.44	\$2.81	\$3.25
<i>Sales Axiom Weight</i>	<b>30%</b>	<b>35%</b>	<b>35%</b>	<b>100%</b>		

<b>Start Point:</b>	<b>\$1.00</b>	<b>Increment:</b>	<b>\$1.00</b>
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Bananas Price	Bananas Value	Grapes Value	Kiwi Value
\$1	\$3.61	-\$2.93	-\$0.68
\$2	\$3.05	-\$2.61	-\$0.44
\$3	\$2.49	-\$2.29	-\$0.19
\$4	\$1.92	-\$1.98	\$0.05
\$5	\$1.36	-\$1.66	\$0.30
\$6	\$0.80	-\$1.34	\$0.54
\$7	\$0.24	-\$1.03	\$0.79
\$8	-\$0.32	-\$0.71	\$1.03
\$9	-\$0.88	-\$0.40	\$1.28
\$10	-\$1.44	-\$0.08	\$1.52
\$11	-\$2.00	\$0.24	\$1.77

Points Scale
100 pt
90 pt
80 pt
70 pt
60 pt
50 pt
40 pt
30 pt
20 pt
10 pt
0 pt

**Blackblot® PMTK Volume Pricing Calculator**

**Total Copies:** X

**Product MSRP:** X

Product Brackets			Discount Rate	Price Per Copy	Copies Per Bracket	Total Per Bracket
1	-	5	0%	\$0.00	0	\$0.00
6	-	10	25%	\$0.00	0	\$0.00
11	-	25	30%	\$0.00	0	\$0.00
26	-	50	35%	\$0.00	0	\$0.00
51	-	100	40%	\$0.00	0	\$0.00
101	-	∞	50%	\$0.00	0	\$0.00
					<b>Total Copies: 0</b>	<b>Total Payment: \$0</b>

**Total Payment:** \$0.00

**Avg. Price Per Copy:** \$0.00  
**Avg. Discount Rate:** 0.00%

**Blackblot PMTK Market-Value Pricing™ (MVP) Model Spreadsheet**

**Attributed Benefit Pricing Method**

"Derived Price" – price is determined based on attributed benefit.

"Whole Offering" – customers rate and compare the relative quality of each whole product.

"Sales Axioms Factors" – customers rate and compare the relative quality of several products' weighted sales axioms.

"Whole Offering" approach employs a benefit score that is given to a whole product.  
 Attributed Benefit = (Score / (100 / # of Products)) \* Avg. Price

"Sales Axioms Factors" approach employs a weighted benefit score that is given to the product's sales axioms.

Score Index = [(SAX1 Score / (100 / # of Products)) \* SAX1w] + [(SAX2 Score / (100 / # of Products)) \* SAX2w] + [(SAXn Score / (100 / # of Products)) \* SAX1n]

**Attributed Benefit = Score Index \* Avg. Price**

Blackblot Product Manager's Toolkit®  
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