



## Rate Sheet

Include	<ul style="list-style-type: none"><li>• The most commonly purchased products or services</li><li>• Pictures</li><li>• Upgrade pricing with clearly defined incremental value</li><li>• Commonly bought accessories or upgrades</li><li>• Timeframe for the pricing or that pricing can change with 30 days notice</li><li>• Links to demonstration videos, testimonials, or case studies</li><li>• Contact information of sales or customer service</li><li>• How long until delivery of each option</li><li>• Purchase options including the sizes and colours available</li><li>• Tax, customs, and shipping implications</li><li>• Payment options available as well as any payment terms</li></ul>
Do Not Include	<ul style="list-style-type: none"><li>• Bulk or group pricing, although you can mention that you have this</li><li>• Promotional pricing (unless it is a reoccurring seasonal pricing)</li><li>• Customizable features</li><li>• Less frequently purchased products/services</li><li>• Complicated products/services</li><li>• Company specific jargon</li></ul>
Formatting	<ul style="list-style-type: none"><li>• Most frequently purchased item at the top of the price list so that it is easily found by the customer</li><li>• Use your company's letterhead</li><li>• Make sure that the language used is simply and avoid small print</li><li>• Use charts</li></ul>