

# SERVICE PRICING WORKSHEET



## STEP 1: CALCULATE VARIABLE COST PER SERVICE (USED EACH APPOINTMENT)

Variable Cost Category	Cost Per Service (\$)	Notes
Backbar Product Usage		Serums, masks, peptides, finishing products
Disposables & Supplies		Gloves, gauze, cotton, applicators, etc.
Modality Consumables		Tips, cartridges, probes, electrodes
Other variable costs		
<b>Subtotal A: Variable Costs</b>	\$	

## STEP 2: ADD LABOR COST PER SERVICE

### A. Determine Your Hourly Rate

What do you want to pay yourself?

Hourly Rate	\$ _____ per hour
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### B. Service Time - Convert minutes to hours *Example: 75 minutes ÷ 60 = 1.25 hours*

Service Time	_____ minutes ÷ 60 = _____ hours
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### C. Calculate your labor cost

Labor Cost	\$ $\frac{\text{hourly rate}}{\text{hourly rate}}$ x $\frac{\text{service time}}{\text{service time}}$ = \$ $\frac{\text{labor cost}}{\text{labor cost}}$
<b>Subtotal B: Labor Cost</b>	\$

# SERVICE PRICING WORKSHEET (CONT'D)



## STEP 3: ADD OVERHEAD COST (WHAT IT COSTS TO RUN YOUR BUSINESS)

### A. Overhead per day

*Rent, utilities, software, insurance, laundry, etc)*

Daily overhead	\$ _____ per day
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### B. Services

*How many services per day?*

Services	_____ services per day
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### C. Calculate your overhead per service

Overhead per service	$\$ \frac{\text{daily overhead}}{\text{services/day}} = \$ \frac{\text{overhead cost per service}}{\text{overhead cost per service}}$
<b>Subtotal C: Overhead Cost</b>	\$ _____

## STEP 4: TOTAL TRUE COST PER SERVICE (ADD SUBTOTALS A, B, AND C)

Subtotal	Amount
Subtotal A - Variable Cost	
Subtotal B - Labor Cost	
Subtotal C - Overhead Cost	
<b>Total Service Cost</b>	\$ _____

# SERVICE PRICING WORKSHEET (CONT'D)



## STEP 5: DETERMINE 70% MARKUP

Formula: Retail Price = Total Service Cost x (1.70)

Retail Price	$\$ \frac{\text{Total Service Cost}}{\text{Total Service Cost}} \times 1.70 = \$ \frac{\text{Markup/Retail Service Price}}{\text{Markup/Retail Service Price}}$
<b>Retail Service Price</b>	\$ _____

## STEP 6: FINAL SERVICE PRICE

**THIS IS THE FINAL PRICE CHARGED TO THE CLIENT FOR THE SERVICE**

Total Service Cost	\$ _____
Markup (70%)	\$ _____
Final Calculation	$\$ \frac{\text{Total Service Cost}}{\text{Total Service Cost}} + \$ \frac{\text{Markup}}{\text{Markup}} = \$ \frac{\text{Final Service Price}}{\text{Final Service Price}}$
<b>Final Service Price</b>	\$ _____

FOR AN INTERACTIVE ONLINE CALCULATOR THAT CALCULATES YOUR SERVICE PRICE FOR YOU, VISIT [VIKTORIADEANN.COM/CALCULATOR](http://VIKTORIADEANN.COM/CALCULATOR)

