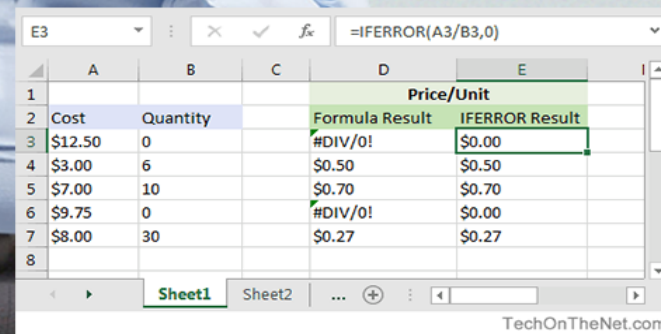


Not Your Father's ROI Calculator

www.theroishop.com

A screenshot of an Excel spreadsheet. The formula bar at the top shows the formula =IFERROR(A3/B3,0). The spreadsheet has columns A through E. Row 1 is a header for 'Price/Unit'. Row 2 is a header for 'Cost' and 'Quantity'. Row 3 shows a cost of \$12.50 and a quantity of 0, resulting in a #DIV/0! error. Row 4 shows a cost of \$3.00 and a quantity of 6, resulting in \$0.50. Row 5 shows a cost of \$7.00 and a quantity of 10, resulting in \$0.70. Row 6 shows a cost of \$9.75 and a quantity of 0, resulting in a #DIV/0! error. Row 7 shows a cost of \$8.00 and a quantity of 30, resulting in \$0.27. The spreadsheet is titled 'Sheet1' and the website 'TechOnTheNet.com' is visible in the bottom right corner.

	A	B	C	D	E
1				Price/Unit	
2	Cost	Quantity		Formula Result	IFERROR Result
3	\$12.50	0		#DIV/0!	\$0.00
4	\$3.00	6		\$0.50	\$0.50
5	\$7.00	10		\$0.70	\$0.70
6	\$9.75	0		#DIV/0!	\$0.00
7	\$8.00	30		\$0.27	\$0.27
8					

EXECUTIVE SUMMARY

(2-YEAR PROJECTION)

\$1,223,000

Our interactive value calculators enable your salespeople to collaborate with prospects and cooperatively build the financial business case like never before.

Studies show that 40 – 60% of all opportunities will end in a “no decision” outcome.

This “no decision” outcome often results from salespeople failing to engage in these types of financial discussions. Thereby, leaving it up to their prospects to quantify the benefits on their own.

Your ROI Statistics	2-Year Projection
Return on Investment	331%
Net Present Value	\$1,000,987
Payback Period	10.89 months

Benefits	Year 1	Year 2	Year 3
Improve Win Rate	\$300,000	\$450,000	\$750,000
Reduce Discounting	\$200,000	\$230,000	\$430,000
Additional Selling Time	XXX	XXX	XXX
New Product Rollout	XXX	XXX	XXX
Churn Reduction	XXX	XXX	XXX
Cost	XXX	XXX	XXX
Total	XXXX	XXXX	XXXX

If you leave your value up-to interpretation, then you are leaving the decision up-to interpretation.

IMPROVE WIN RATES

(2-YEAR PROJECTION)

\$720,000

(CONSERVATIVE FACTOR OF 20% APPLIED)



The key to any sale is to not only understand your prospects pains and problems, but to also quantify how much those problems are costing them.

Companies will make a purchasing decision for two main reasons:

1. It's going to save them money
2. It's going to make them money

Unfortunately, salespeople are forced to sell “**features**”, because they do not have the tools to engage in meaningful, financial discussions.

Improve Win Rates	2-Year Projection
Average deal value	\$20,000
Sales goal for the year	\$15,000,000
Number of deals needed to hit goal	750
Win Rate	25%
Deals lost to no decision and competition	2,250
% Reduction in no decisions and losses	2%
Additional deals won	45
Increase in revenue	\$900,000

If you can reduce your no decisions and losses by just 2%, it would result in an additional 45 sales.

REDUCE DISCOUNTING

(2-YEAR PROJECTION)

\$350,000

(CONSERVATIVE FACTOR OF 20% APPLIED)

If your salespeople are **rushing to demo** and not engaging in financial discussions during the sales cycle, they will continue to sell solely based on features, and **rely heavily on discounting** to close the deal.

When your salespeople and prospects fully understand the financial impact that your offering can have on the bottom line... **The less you will need to discount.**

Reduce Discounting	2-Year Projection
Deals needed to hit sales goal	750
Average deal value	\$20,000
Projected annual sales	\$15,000,000
Average discount applied	25%
Projected reduction in discount rate	5%
Increase in revenue	\$350,000

A 5% reduction in discounting would have the same impact as winning an additional 112.50 deals.

ADDITIONAL SELLING TIME

(2-YEAR PROJECTION)

\$80,000

(CONSERVATIVE FACTOR OF 20% APPLIED)

The worst thing a salesperson can do is waste their valuable selling time on deals that are not qualified and will not close.

These unqualified opportunities not only waste the salesperson's time, but also have an impact on their managers, presales consultants, as well as forecasts.



If your prospect is not willing to spend 30 minutes to understand the financial value – How interested are they?
If your prospect dismisses your projected benefits – Are they really going to move forward with you?
If your prospect never clicks on the ROI link after you've shared it with them... Are they really that interested?

Increase Sales Effectiveness	2-Year Projection
Number of deals lost to no decision annually	1,350
Estimated hours spent working an opportunity	3
Estimated opportunities eliminated early	200
Annual hours saved by your sales organization	600
Additional sales with 600 extra hours	2

Saving your sales team 600 hours is equivalent to 15 weeks of selling time. We're estimating that you could sell an additional 2 deals with that time.

NEW PRODUCT ROLLOUT

(2-YEAR PROJECTION)

\$64,000

(CONSERVATIVE FACTOR OF 20% APPLIED)

Increase Sales Effectiveness	2-Year Projection
Number of weeks for a salesperson to get up to speed and start selling a new product or service	1,350
Sales goal for new product / service	1,000,000
Weekly sales revenue needed to hit goal	\$40,000
Reduction in ramp-up time (weeks)	2
Revenue increase by reducing ramp-up time	\$80,000



Confidence is EVERYTHING!

The faster your salespeople can understand and articulate the value of their offering, the faster they will have success selling it.

REDUCE CUSTOMER CHURN

(2-YEAR PROJECTION)

\$120,000

(CONSERVATIVE FACTOR OF 20% APPLIED)

Our customers are now extending this tool beyond the salesforce and to their customer success / account management teams. Here's how it is being used...

Once a prospect becomes a customer, sales will transfer the created ROI to the account management team. After a pre-determined period of time, the account manager will circle back with the customer to ensure they are realizing the results that were promised. If they identify an area that the customer is struggling with, they will collaboratively develop a plan to get them on track to achieve the expected outcome.

This type of interaction is helping to reduce customer churn and discounting when renewals come due! Not to mention you can begin creating your own internal case studies!

Customer Churn Reduction	2-Year Projection
Estimated number of customers	400
Current churn rate	15%
Current churn rate	60
Projected churn rate	10%
Customer saved	6
Projected revenue savings	\$120,000

"I'd like to see some real-world numbers."



Thank You

For Your Consideration



Nicholas Hudson



sales@theroishop.com



+770-739-472



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