

# WORKSHEET FOR SALESPeOPLE

## E-LESSON #15

### *How to Calculate ROI*

Name: \_\_\_\_\_ Date: \_\_\_\_\_



By explaining return on investment (ROI), you will teach your clients that your campaign looks like a very good calculated risk.

1. Write down two good reasons why you should always know your client's average sale and gross profit margin.
  
2. How do you currently determine how much your client should be spending with you?
  
3. You were asked to bring the names of two clients to whom you will be presenting this week. You should now know the AVERAGE SALE and GROSS PROFIT MARGIN for each of those two clients. You should also know your station's 12-PLUS WEEKLY CUME audience figure and your station's AVERAGE RATE. Now, based on a 20-spot schedule on your station, determine how many AVERAGE SALES your client would have to make in order to break even on your advertising campaign.

\_\_\_\_\_ 12-Plus Weekly CUME \_\_\_\_\_ Station's Average Rate

Client #1

\_\_\_\_\_ Average Sale \_\_\_\_\_ Gross Profit Margin \_\_\_\_\_ Break even #

Client #2

\_\_\_\_\_ Average Sale \_\_\_\_\_ Gross Profit Margin \_\_\_\_\_ Break even #

4. Discuss any progress or problems you are experiencing from two local direct clients you have been working with over the past two weeks. Include any progress you've made during this time selling local direct long-term contracts.

*Paul Weyland is president of Paul Weyland Training Seminars.  
 Please call him with any questions regarding this session. He can be reached at (512) 236-1222 or  
[www.paulweyland.com](http://www.paulweyland.com)*