

WORKSHEET FOR SALESPeOPLE

E-LESSON #16

ROI #2

Name: _____ Date: _____



1. Some salespeople have difficulty understanding the concept of return on investment. Are you having trouble working with the ROI formula? What part or parts of the concept are you having problems understanding?
2. List three reasons why it's in your best interest to discuss return on investment with your local direct clients.
3. You're asking a client to run a thirty spot per week schedule on your station. Your client owns a restaurant. The average sale at the restaurant is \$50. The client's gross profit margin is forty five percent. How many new customers must your station motivate to come to the restaurant in order for your client to break even on his advertising?
4. List any progress or problems you have had with clients you began calling on in the past two weeks including asking for local direct long-term contracts.

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