



ROI EVALUATION

Dealer: _____

Contact: _____ Title: _____ Date: _____

1. Average number of "qualified" walk-outs/week?

a. ___ 10 ___ 20 ___ 30 ___ 40 ___ 45 ___ 50 (___ week * 4 = Per Mo = ___)

b. Be Back \$25 * Coupons sent per Month _____ = Total Investment = \$ _____

2. Current percent of be-backs returns:

a. ___ 15% ___ 20% ___ 25% ___ 30% ___ 35% ___ 40% ___ 45% ___

b. ___ Other: _____.

c. Walkouts per mo _____ * (return rate) _____ = Number of returns = _____

3. Estimated Return Rate with \$25 coupon offer is _____ %

a. Walkouts per mo _____ * BB return rate _____ = # of BB Returns = _____

b. BB Returns/mo _____ - Normal Returns _____ = Additional Returns = _____

c. Additional returns _____ * avg profit/deal \$ _____ = Revenue Increase \$ _____

d. Investment \$ _____ divided by Increase of Revenue \$ _____ = ROI _____ %

4. Decision Process:

a. Who needs to review & sign-off? _____.

b. How is the review process done? ___ Direct (or) ___ Indirect Presentation?

c. Set-up review on this date: _____ (or) TBD date? _____

d. ___ Other: _____