



ROI EVALUATION

Dealer: _____

Contact: _____ Title: _____ Date: _____

1. Average number of “qualified” walk-outs/month?

- a. ___ 40 ___ 80 ___ 120 ___ 160 ___ 180 ___ 200
b. Be Back \$25 * Coupons sent _____ = Total Investment = \$ _____

2. Walk-out customers who currently return:

- a. ___ 15% ___ 20% ___ 25% ___ 30% ___ 35% ___ 40% ___ 45% ___
b. ___ Other: _____
c. Walkouts per month _____ * (return rate) _____ = Number of returns _____

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

- a. Walkouts/month _____ * BB return rate _____ = # of BB Returns = _____
b. BB Returns _____ - Normal Returns _____ = Additional Returns = _____
c. Additional returns _____ * profit/deal \$ _____ = Revenue Increase \$ _____
d. Total “bonus” revenue \$ _____
Minus BBS Cost (1.b. above) (\$ _____).
Equals Net Profit Amount = \$ _____.

e. Formula: Net Profit Amount / cost x 100 = ROI

$$\text{\$ } \underline{\hspace{2cm}} / \text{\$ } \underline{\hspace{2cm}} \times 100 = \text{ROI } \underline{\hspace{2cm}}.$$

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: _____