

RevOps ROI Statement

A. Name of Resource Being Requested: _____

B. Measure of Spend:

- ☐ Annual Software Cost (\$)
- ☐ Annual Headcount Cost (\$)

C. Outcome of Gain Adjective:

- ☐ Save
- ☐ Generate
- ☐ Reduce

D. Measure of Gain (value prop):

- ☐ Hours (#)
- ☐ ACV (\$)
- ☐ Expenses (\$)

E. Metric of Gain:

- ☐ Hourly Rate: (annual salary / 2080)
- ☐ ACV: (annual contract value)
- ☐ Monthly Expense: (annual cost / 12)

F. ROI Calculator:

(Insert: Measure of Gain X Insert: Metric of Gain) - (Insert: Measure of Spend) / (Insert: Measure of Spend) X 100

G. ROI Statement:

"(Bosses Name), by investing in (A _____), we'll be able to (C _____) a total of (D _____) over the course of a year. With a total annual investment in (A _____) of (B _____), the anticipated ROI is (F _____)%."