

# 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 X E \_\_\_\_\_) over the course of a year. With a total annual investment in (A \_\_\_\_\_) of (B \_\_\_\_\_), the anticipated ROI is (F \_\_\_\_\_)%.”