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Customer Service Representative Certificate

Module 1 | Lesson 8 - Your Return On Investment % (ROI%).

You are the example!

What is ROI and why is it important for me to know?

- The Return On Investment formula is one of the most used calculations in business decision making.
- Why is knowing ROI % important to CSRs? Your “business” customers (or B2B customers) will use ROI % in their head nearly ever call with you. So you need to know how to communicate with them on their terms.
- Also Why? Because ROI % is a litmus test and a common business best practice that cuts to the chase to help people decide if someone or a company should spend money to purchase something, hire an employee (you), or invest in a project, or not.

What is ROI and why is it important for me to know?

- The good news is it’s also easy. It’s just a subtraction then a division on a calculator.
- It tells business-people how much return they will get if they invest money.
- For example, if you or your company were to invest \$1,000 and you get \$1,100 back in a year, thus you made \$100 in profit. Then your Return On Investment % would be about 10%. Is that good or bad? That depends. But, usually good.
- Since you are now a business person, (Congrats!!) you may as well learn this now. Get your calculator out, follow along, and verify my numbers. Pause the video if you need to. Hint: these are great test questions.

- This is an easy but great business skill to know for the rest of your career.

Like we did in Lesson 6:

- “If” this course helps you get a job making \$25,000 per year and you paid \$500 for this course. If you take \$25,000 and divide that by \$500 = 50. That means for every dollar you invested in this course; you are getting \$50 dollars back. That is a once in a lifetime deal. Your welcome but that’s how it roll. That’s great but that’s not an ROI calculation.
- If you invest \$1.00 and get \$1.15 back. That is a 15% investment return which is a great return or 15% ROI (Return On Investment).
- If you invest \$1.00 and get \$2.00 back that is a 100% investment or a 100% ROI. $(\$2-\$1)/\$1 = 1$ or 100% ROI. $(\text{Return} - \text{Investment})/\text{investment} = \text{ROI}$

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How good is your ROI % on this course? Eye popping.

You are now going to be a businessperson so here is your ROI % lesson. Let’s use you as the example.

- Your “Real World” Return On Investment % for your situation (Your ROI % as an example)
- **Here is YOUR math.** And the math is in your favor if you paid \$500 for this course.
- Your investment is \$500
- Your return is the amount of salary you made in the first year.
- The formula is $\text{ROI \%} = (\text{Revenue}/\text{Investment}) \times 100$

How good is your ROI % on this course? Eye popping.

- The formula is $ROI \% = (\text{Profit} - \text{Investment}) / \text{Investment} = ROI \times 100$ to make it a percentage = ROI % *“Remember when there are (), do that function first to be correct.”*
- **At \$20,500/yr.** If you a job making the Payscale.com minimum at \$20,500 your first year
- $ROI = ((\$20,500 - \$500) / \$500) \times 100 = \underline{4,000 \%}$
- **At \$41,000/yr.** If you make the Careerbuilder.com maximum at \$41,000 your first year

$ROI = ((\$41,000 - \$500) / \$500) \times 100 = \underline{8,100\%}$

- 4,000% at \$20,500, 4,900% at \$25,000 or 8,100% at \$41,000 returns are stunning and would make Warren Buffet proud.
- Your checking account pays less than 1% and you are getting 4,000%!!!! (Apples to Apples!!)
- One year I made 80% ROI return on my stock investments. I was thrilled. You may be going to make 4,000%+ return. I’m jealous. LOL!
- *Remember the “required legal disclaimer” (1)*

What just happened?

- You just learned how to calculate a Return On Investment or ROI %!! You can use this formula for your investment decisions for the rest of your life.
- Why this is important to you because your customers and managers use ROI in their decision making.
- You not knowing about ROI would put you in a disadvantage in business and as a CSR since you will be the day-to-day voice to your customers. But, know you know it. Cool!!
- Your business customers will use ROI % in their head nearly ever decision they make so you need to know who to communicate with them on their terms.
- You just learned how to calculate a Return On Investment or ROI%!!!!!!!!!!!! Whooo Hoooo!!!
- This is just the first of many actionable skills you will learn this weekend that will make you more than you paid for this course. It’s true. Hang on and take notes!
- I love learning things that can make me money!

- Disclaimer - Obviously, there is no way me or anyone can a guarantee can get a job for \$20,500. However, I can teach you every advantage I can to help it happen. Plus, the are CSR jobs are being advertised.

We teach you the steps on how to get promoted as a bonus from a CSR!

- Get Promoted. As a bonus also teaches you tips on how to get promoted to help move you along your career path.
- If the 4,000% ROI was not enough, I help you make you additional thousands more a year for your single \$500 investment by helping get you promoted.
- **I'm bringing it. I bring you all this extra value because:**
 - I can
 - I want to
 - And It's fun.