



How to Present Your Return on Investment (ROI)

Do you believe you have a high enough value to be the best, most productive candidate? Instead of expecting to be recognized by your management team for the great work you've done and then disappointed that they don't value you, then prepare yourself by knowing your own value and ROI. Then, teach them by converting your value to dollars and cents.

When you combine your value proposition and the return on an investment in you, then the decision reward your outstanding performance or to hire you over the competition is more measurable and therefore, less risky. You can help demonstrate why you are a great investment to be hired, promoted or recognized.

What is **ROI**? It is a mathematical formula used to evaluate if something is a sound investment that performs and has a fast return. Many times, ROI is used for investments in a business, or a company will apply a mathematical formula to a project, program, product and for hiring new talent.



As a candidate, you'll use a ROI formula to calculate how a company will get a faster return when they invest in you. In most cases, your competition (other candidates) won't even bring up ROI which gives you the advantage.

With your **value proposition**, you can make a faster impact on the success and delivery of a profitable program, project or product than any of your competition.

Let's say you're a candidate for a company and through research, you've identified a specific challenge for them such as lost opportunity, losing customers due to poor service or unnecessary high costs for improving services. The objective is for you to show that when the company invests in you and your solution, that investment will have a fast payback.

You've articulated the impact you've had with your current or prior company on a successful customer service program that is similar to the program that this company is planning for.



Your Value Proposition: What you've done in the past has made a financial impact that improved service, retained customers, generated revenue and saved on unnecessary expenses.

You've got the know-how to speed up the planning and execution of this new program with minimal disruption, more profitability and with fewer people. All of that can add up to you being a valuable asset, good investment and hiring decision.

ROI FORMULA EXAMPLE...

Let's apply your value to the formula below and represent your value in dollars and cents using the following financial assumptions:

PROJECT BENEFITS: \$5M (New Revenue, Customer Retention and Savings)

PROJECT COSTS: \$2M (Includes the investment in hiring you: \$250K/yr)

FORMULA: $\text{Project Benefits} - \text{Project Costs} / \text{Project Costs} \times 100 = \text{ROI}\%$
 $\$5\text{M} - \$2\text{M} / \$2\text{M} \times 100 = 150\% \text{ ROI}$

A 150% ROI means that the investment pays for itself and brings a net profit of 150% of the investment made.

This is why they need you and that makes you a wise investment for the company.

Use the formula shown or a [ROI CALCULATOR](#) shown in the screen capture sample.

Amount Invested	<input type="text" value="\$2,000,000"/>
Amount Returned	<input type="text" value="\$5,000,000"/>
Investment Time:	
<input type="radio"/> Use Dates	<input checked="" type="radio"/> Use Length
Investment Length	<input type="text" value="1"/> years
<input type="button" value="Calculate"/>	<input type="button" value="Clear"/>

Result

Investment Gain	\$3,000,000.00
ROI	150.00%
Annualized ROI	150.00%
Investment Length	1.000 years

Legend: ■ Invested, ■ Profit