

PURPOSE: Use the Return on Time Invested (R.O.T.I.) calculator below to help you to determine your most profitable clients and how to allocate your time appropriately.

Return On Time Invested (R.O.T.I.) calculator:

$$\text{Return On Time Invested (R.O.T.I.)} = \frac{\text{Expected Gross Profit (EGP)}}{\text{Time (T) required to capture EGP}}$$

Select 10 clients and calculate the R.O.T.I for your sales territory:

NAME OF CLIENT	Expected Gross Profit (EGP)	# of hrs. Spent Per Week * 50	= R.O.T.I.	NOTES - Should you spend more or less time on this account?

What will you do differently as a result of this R.O.T.I. analysis?